

NEW PRODUCTS OF INTEREST IN REFRIGERATION

BELLOWS SEAL STEM OF NEW PENN VALVE

(Concluded from Page 1, Column 2)
pressure is reduced, it was explained. Mounted in a small cast iron frame, the new water valve is operated by changes of condensing head pressure applied externally to the double-ply bellows, causing the bellows' stem to move a lever arm. This movement is opposed by an adjustable main spring, which may be tightened or loosened to raise or lower the head pressure at which the valve will open, engineers of the company show.

An adjustable tappet on the lever arm engages the stem of the valve to regulate the device for operation under various conditions of water pressure.

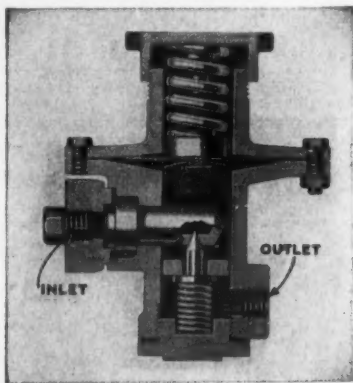
The valve closes against water pressure to prevent chatter or water hammer. Its composition rubber valve disc operates on a bronze seat. On opening of the valve, Penn Electric engineers claim, the water has a scavenging effect which washes away foreign matter from the valve seat. The valve disc is readily changed, they say.

CREAMERY PACKAGE CO. SELLS EXPANSION VALVE

CHICAGO—The automatic expansion valve, which was formerly used by the Creamery Package Co. exclusively on its own refrigerating units, has now been placed on the market for distribution to manufacturers, engineers, and distributors.

The patented equipment is being made in two sizes, $\frac{1}{4}$ in. and $\frac{1}{2}$ in., and is suitable for installations up to 25 tons capacity, the $\frac{1}{2}$ in. size being recommended for plants of 10 tons and upward.

Either valve may be used in connection with ammonia and methyl chloride systems. Both valves are furnished



Expansion valve now being sold direct by Creamery Package Co.

with flanged coupling on inlet port, both connections are protected by plugs in transit.

The body of the valve is of semi-steel, the inlet seat of machine steel, the valve stem of tool steel, and the diaphragm of special strip steel.

In the operation of the valve the pressure on the diaphragm is balanced by the upper spring regulated by hand wheel. The floating valve stem holds its seat constantly by the valve stem spring which permits lateral motion of the stem.

The liquid inlet is at a higher point than the outlet, facilitating oil draining, and preventing clogging of valves. Pressure changes are regulated by a hand-wheel at the top.

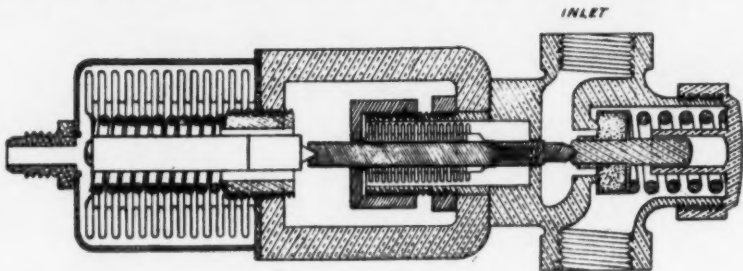
H. D. POWNALL, FORMER ARTIC ICE PRESIDENT, DIES

CANTON, Ohio—H. D. Pownall, former president of the Artic Ice Machine Co., who left Canton in 1927 when the concern was sold to the York Mfg. Co., died August 10 in Santa Barbara, Calif. The body was taken to Cincinnati, his former home, for burial.

Specialized FORGINGS

for every
Electrical
REFRIGERATION
NEED
DETROIT
FORGING
Company
Detroit Michigan
Member of Detroit
Business Pioneers

Penn Electric's New Water Valve



Water flow is regulated by high side pressure on connection at left.

UNIFIRE OIL BURNER TO SELL FOR \$275 INSTALLED

DETROIT—A new oil burner, the Unifire, manufactured by the Bement Machine Products Co., has been placed on the market to sell for \$275, installed. Volume production of the unit is to be undertaken by the Michigan Tool Co.

Controls of the equipment are of the Honeywell high voltage type, while the blower is operated by a special Wagner motor. The Unifire is constructed along horizontal spinner lines, and operates at 3,600 r.p.m.

Primary air is admitted along the side of the motor through curved horizontal ducts. A curved fin arrangement between the cup and housing gives the primary air a rotary motion across the stream of atomized air leaving the edge of the cup. Secondary air enters between the motor housing and fire-clay block surrounding the burner mouth.

The ignition system is of the twin flame expanding gas pilot type, although electric ignition will soon be incorporated as a part of the Unifire.

BODINE ADAPTS ELECTRIC GOVERNORS TO MOTORS

CHICAGO—A new line of series wound motors with improved electric governors is now offered by the Bodine Electric Co., here. This new governor has been used with Bodine motors on such applications as talking motion picture equipment, electric pyrometer, control drives, traffic signal control, etc.

Although most frequently applied to the series wound motor, it may also be used with the shaded pole type motors, according to engineers of the company. Accuracy approaching clock time and rapid acceleration are claimed for this new unit. It is available in both fixed speed (adjustable) types, or variable speed (while running) types.

Metal Stampings Unit Bases and Guards

Household Refrigerator Metal Panels—Exterior or Interior Panels and Food Compartments.
Louvered Panels—Special Trays or Panels—Water Cooler Panels.

MOTORS METAL MFG. CO.
5936 MILFORD AVE. DETROIT, MICH.

FIRE-PROOF, TERMITE BOARDS DEVELOPED BY INSULITE

MINNEAPOLIS, Minn.—Two new products, Insulite Fire-Proofed Board and Insulite Termite Board, have been developed in the laboratories of the Insulite Co. It was recently announced. They are both manufactured at the company's mills at International Falls, Minn., or Karhula, Finland.

Good insulating qualities, light weight, and fire resistance are combined in the first product, developed for building purposes, according to Insulite engineers. A special fire-resistant cement for sealing joints is a companion product to the fire-proof board.

The Termite Board was developed to afford protection against the depredations of Termites, sometimes called white ants, which are found chiefly in Tropical countries, but also in the southern parts of this country, according to the announcement.

A national advertising campaign is being planned to feature these two additions to the Insulite products.

AUTOMATIC REFRIGERATOR CO. MARKETS METER UNIT

CHICAGO—The coin-operated electric metering movement which the Automatic Refrigerator Corp. of this city uses with its refrigerators, has just been offered to the trade under the name, "MeterMatic," according to R. J. Sherman, secretary of the company.

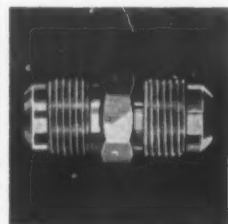
The mechanism is built to accept quarters, and can be set to deliver 20, 24, 30, or 40 hours of refrigeration.

PORCELAIN FOR REFRIGERATORS Household and Commercial

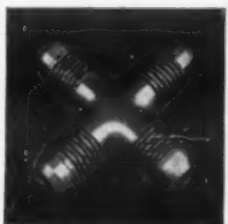
We SPECIALIZE in fabricating and enameling Interior and Exterior REFRIGERATOR PORCELAIN

CHALLENGE
Stamping & Porcelain Co.
Grand Haven, Mich.

100% INSPECTION



Each tube joint must be accurate—100 per cent right



Every fitting must be seepage-proof

THE user of automatic refrigeration devices expects that every joint, union and coupling is seepage-proof; that no leakage of refrigerants will occur in his installation.

He relies on the manufacturer to provide 100 per cent inspection of every point where possibility of trouble exists.

Aiding and helping both manufacturers and installers are the pipe and tube fittings manufactured by Commonwealth Brass Corporation.

For 19 years these fittings have been the standby of the industry. Every piece produced accurately; of specified metal formulas and each shipment 100 per cent inspected before leaving the plant.

Rely on Commonwealth Brass fittings now, as always, because they are

BUILT RIGHT—TO STAY TIGHT

Send for catalog No. 35, a complete, comprehensive description of the largest assortment of refrigeration fittings now made.

COMMONWEALTH
BRASS CORPORATION
COMMONWEALTH AT G. T. R. R.
DETROIT

LITERATURE OF MANUFACTURERS

Catalogues, bulletins and other material recently issued.

Manufacturers are requested to send copies of new trade literature to Electric Refrigeration News.

Ranco Thermostats

Bulletin 605 of the Automatic Reclosing Circuit Breaker Co., Columbus, Ohio, explains the features and demonstrates type "D" Ranco thermostats for refrigerators. The bulletin shows two models, one for vertical mounting and the other for horizontal mounting. A cross-section drawing explains the parts, and instructions for operating the thermostats are included in the folder.

Armco Pipe Lines

Engineering bulletin No. 3 of the American Rolling Mill Co. describes Armco spiral welded pipe, and its applications in oil and gas industries, municipal water supply systems, and paper mills. The folder also shows how to figure pipe requirements, taking into account the various pressure and capacities that affect pipe selection.

Superstats

Thermostats for domestic heating control that manufacturers claim to secure 20 per cent reduction in fuel consumption by very accurate control of temperatures, are described in a recent folder of the Superstat Co., Springfield, Mass.

Merco Controls

Catalog R-4, being distributed by the Merco Corp. of Chicago, devotes its 10 pages to technical discussions of Merco Automatic controls for refrigeration equipment of all kinds.

Electric Time Meters

General Electric's new meters for measuring the connected time of electric machines are shown in bulletin GEA-1420. The instrument measures in hours or minutes the exact active machine time of electrical equipment.

Wagner Motor Service

Causes of remedies of motor troubles common to all types of refrigeration motors are outlined in bulletin S-364 of the Wagner Electric Corp. The information presented is the same as that published in the July 1 issue of the Engineering Section of the News, with the addition of illustrative drawings.

Fulco REFRIGERATOR COVERS

Insure perfect delivery to customers without scratches or broken seams. . . . a big service feature that cuts down complaints and adjustments. Write for nearest plant, giving dimensions of your machines. We also make Dust Covers

Fulton Bag & Cotton Mills

Atlanta St. Louis Dallas
Minneapolis Brooklyn New Orleans Kansas City, Kan.

Write for this
important
bulletin

Bulletin 163, herewith illustrated, should be in the hands of everyone interested in electric refrigerators—whether engineer or salesman, manufacturer or distributor. >>> It illustrates and describes in detail Wagner's method of silencing motors intended for refrigerator duty—a method that includes among other things (1) rubber-cushioning the base and governor weights, (2) skewing the rotor, and (3) lifting brushes automatically. >>> Wagner refrigerator motors are truly silenced, de-

Wagner Rubber Mounted Motors



1.6, 1.4 and 1.2 H. P.
Repulsion-Start-Induction
Brush-Lifting—Ultra-Quiet

Bulletin 163

Wagner Electric Corporation, St. Louis, U.S.A.

signed to meet the users' demands for ultra-quiet motor operation.

Sign and mail this coupon. No obligations involved.

WAGNER ELECTRIC CORPORATION,
6400 Plymouth Avenue, St. Louis, Mo.
Please send copy of Bulletin 163 on Wagner refrigerator motors.

Name and Position

Company

Address

Wagner
Electric Corporation

6400 Plymouth Ave., St. Louis, U. S. A.

Motors Transformers Fans
Lockheed Hydraulic Brakes

5531-5YA

NOW • EVERY WEEK

ELECTRIC REFRIGERATION NEWS

Registered U. S. Patent Office.

The business newspaper of the refrigeration industry

ISSUED EVERY WEEK
VOL. 6, No. 2, SERIAL No. 130

Copyright, 1931, by
Business News Pub. Co.

DETROIT, MICHIGAN, SEPT. 16, 1931

Entered as second class matter
Aug. 1, 1927, at Detroit, Mich.

TEN CENTS PER COPY
TWO DOLLARS PER YEAR

G. E. SALESMEN START POLITICAL SALES CAMPAIGN

10,000 Seek Many Prizes In Fall Selling Contest

CLEVELAND, Sept. 14.—Ten thousand salesmen started today on the most colorful sales drive ever staged by the electric refrigeration department of the General Electric Co.

This campaign, which takes the form of an election contest, will continue for ten weeks and, while there will be innumerable prizes for sales feats, winners in the nation-wide contest will be honored by election to office in the mythical land of "Refrigerania." Sales mean votes.

Distributors of General Electric refrigerators will run for president of "Refrigerania" and for cabinet portfolios, such as vice president, secretary of state, secretary of the treasury, secretary of commerce, secretary of health, and secretary of education.

Sales managers in each distributorship will compete for the office of governor; branch managers and supervisors will run for lieutenant governor; utility merchandising managers will stand for senator, while dealers in each distributorship will run for congress. Salesmen will compete for the office of mayor of their distributor's chief city.

Thus, everyone connected with the sale of General Electric refrigerators will have a part in the contest. Suitable prizes will be awarded, in addition
(Concluded on Page 6, Column 4)

APEX CO. DECLARES QUARTERLY DIVIDEND

CLEVELAND.—The regular quarterly preferred stock dividend of 1.75 per cent has been declared by directors of the Apex Electrical Mfg. Co., C. G. Frantz, president of the company, announces.

Dividend is payable October 1 to stockholders of record as of Sept. 20.

The Apex firm, which manufactures electric cleaners, washers, ironers, and refrigerators, enjoyed an increase of 20 per cent in dollar sales during the first six months of 1931 over the corresponding period of 1930, according to Mr. Frantz.

In unit sales, the company's washers recorded the largest increase, the half year gain amounting to 37 per cent.

"July and August," Mr. Frantz reported, "have witnessed a continuation of improvement over the company's 1930 record."

Sales of Apex refrigerators, cleaners, and ironers have been growing steadily throughout the year, satisfactory gains having been made during each month to date, the report showed.

CHICAGO ICE MEN'S CODE SUIT HEARING UP SEPT. 24

CHICAGO.—Efforts of six ice companies here to set aside the Chicago refrigeration ordinance by means of a suit which claims that code is unconstitutional will come to a head on Sept. 24, when the hearing opens in room 1406, Marquette Bldg.

The suit was brought early this spring by the following ice companies: Consumers Co., Lincoln-Boyle Ice Co., Eagle Ice Co., Jefferson Ice Co., Midwest Ice Co., and the West Side Ice Co.

COLD SPOT REFRIGERATOR NOW SOLD IN 350 STORES

CHICAGO.—Sears & Roebuck's Cold Spot refrigerator is now being sold in approximately 350 stores, according to M. R. Garner of the electric refrigeration department. Sales for the past months of 1931 have exceeded the quota established at the beginning of the year, he reports.

GENERAL REFRIGERATION CO. OFFICES NOW IN ROCKFORD

ROCKFORD, Ill.—Executive offices of the General Refrigeration Co. have been moved from Beloit, Wis., where the plant is located, to 627 Seventh St., here.

Montgomery Ward Selling 'Tru Kold'

CHICAGO.—Entrance of Montgomery Ward & Co., large mail order house of this city, into the field of electric refrigeration was announced last week when the "Tru Kold" refrigerator went on sale in the Chicago district. Nation-wide distribution through the company's chain of retail outlets is planned for spring.

It is being manufactured in three sizes, according to the announcement, and has but three moving parts.

Servel Convention Of Dealers Opens Sept. 28

(Special Wire to Electric Refrigeration News)

EVANSVILLE, Ind., Sept. 14.—Approximately 500 Servel dealers, winners of a Free-Trip-to-Factory contest, will gather at the Servel factories, here, by train, motor bus, and airplane for the fall sales convention, Monday and Tuesday, Sept. 28 to 29.

Complete plans are being made to entertain the dealer's delegations, representing distributor territories in every section of the United States. The contest which brings them to the convention, with all expenses paid, was conducted from the latter part of June through July and August.

The convention will open at 10 o'clock Sept. 28. Morning sessions of the two days will be given over to sales meetings in which fall and winter sales plans will be outlined, along with advertising and sales promotion plans for the coming year.

A feature of the first day's program will be an afternoon trip through the Servel factories. Guides will divide the visitors into groups, each explaining the various stages in the manufacture of the Servel Hermetic.

Well-known speakers will address the various sessions of the convention, including executives of Servel, Inc., and heads of the factory sales and advertising divisions.

The city of Evansville will be appropriately decorated for the occasion, with the local Chamber of Commerce and Evansville business houses co-operating with special window displays.

The afternoon of the second day will offer entertainment in the form of a golf tournament at the municipal and country club golf links, as well as other amusements and sightseeing.

A banquet Tuesday night will bring to a close the two-day meeting.

Aside from the program features of the two-day event, there will be complete displays of Servel products, both domestic and commercial, for inspection by the visiting dealers.

Large delegations are expected from California, Washington, and other western states, many representing new dealers who will visit the factory for the first time. Similarly, large groups will come from the eastern seaboard and mid-western sections.

Frigidaire Dealers Hear of Price Reductions, Fall Sales Plans in Divisional Meetings Throughout Nation

NEW ORLEANS.—(UTPS)—The New Orleans district has sold 137 per cent of its yearly Frigidaire quota, although nearly four months remain in the year.

This news was delivered at a meeting of 70 dealers and salesmen at the Roosevelt hotel recently. The meeting was the regular fall business conference, at which time the winter campaign plans for the district were discussed.

Lee Clark of the sales planning department, Dayton, attended the meeting. Officials from the Atlanta division offices were: J. B. Reeves, regional manager; V. C. Smith, sales planning manager of south, and G. C. Hosch, his assistant.

Portland

PORTLAND.—A sales convention of Frigidaire dealers in southern Washington and the state of Oregon was held at the Hotel Multnomah, at which H. C. Jamerson, distribution sales manager from Dayton, presided. J. L. Conover,

Pacific regional manager, and G. W. Shane, promotion manager, also attended.

Indianapolis

INDIANAPOLIS.—July and August Frigidaire sales in the Indianapolis district, comprising central and southern Indiana, exceeded those of the same two months of last year by 20 per cent, it was reported to dealers and salesmen in the district meeting held here Sept. 3.

Approximately 150 dealers and salesmen attended the meeting, which began in the forenoon, closed late in the afternoon and included a luncheon. A sales increase of 30 per cent for the remainder of the year as compared with the same period last year was predicted for the district.

Frigidaire's fall sales campaign provides for more newspaper and magazine advertising than ever before in a like period, according to R. L. Winegarner,

Circus Parade



This type of advertising was used in sales campaign at Manchester, N. H.

DAVIS, WESTINGHOUSE VICE PRESIDENT, DIES

EAST PITTSBURGH, Pa.—Dr. Harry Phillips Davis, vice president and director of the Westinghouse Electric and Mfg. Co., and chairman of the National Broadcasting Co., died at his Pittsburgh home on Sept. 10. He had been ill for several months following an operation.

For more than 21 of the 40 years during which he was connected with the Westinghouse Co., Dr. Davis was in charge of his company's engineering department, and for 15 years directed its engineering and manufacturing operations.

With the beginning of the first broadcasting station, KDKA, on Nov. 2, 1920, Mr. Davis quickly placed others in service and so encouraged radio broadcasting that he came to be regarded as the "Father of Radio Broadcasting."

Born in Somersworth, New Hampshire in 1868, Dr. Davis graduated from the Worcester Polytechnic Institute.

Copeland Campaign Ends Sept. 30

MT. CLEMENS, Mich.—With two weeks to go, Copeland electric refrigerator salesmen in all sections of the country are preparing for the final drive in the ice cube contest which will close Sept. 30.

The five highest salesmen at the end of the contest will receive cash prizes plus merchandise which can be purchased with the "ice cubes" or counters accumulated in the sales campaign.

Five salesmen in the Liske organization, Buffalo distributor, have qualified for prizes through the accumulation of more than 120 "ice cubes." The group is led by Al Fest with 278 counters, and Bob Perrin with 270. The other three are A. C. Bauer, Ray Schwartz, and Charles Ernervein.

J. R. Roche of Canadian Fairbanks-Morse Co., Ltd., has qualified for prizes, as has W. L. Hay, Copeland salesman for Radio Electric Store, Springfield, O.

SOUTHERN FIRMS WIN KELVINATOR DERBY CONTEST

Distributors, Dealers to Split \$18,000 Purse In Derby

DETROIT, Sept. 15.—As the Kelvinator Derby closed today, it appeared that at least 14 of the 30 distributors that will win, place or show on the 10 tracks to get a share of the \$18,000 prize money, will be southerners.

This will mean that 50 per cent of the southern "thoroughbreds" will be in the money, as the entrants from Dixie total only 30 of the 125 distributors entered in the Kelvinator sales derby.

On the Arlington Park course, Greenville and Charlotte are in second and third places, respectively, pushing the leader, Denver, in the final furlong sprint.

On the Belmont track, Huntington is sailing along in second place, having yielded first to Seattle. Providence is running third.

On the Latonia track, Jacksonville, Little Rock and New Orleans are running, one, two, three, and unless the unexpected happens, will finish in that order, with nearly a dozen northerners taking their dust.

Clarksburg and Poughkeepsie are running neck and neck on the Hawthorne track, with Nashville coasting along in third position.

At the Laurel track, Montgomery is spread-eagling the field. Columbia and
(Concluded on Page 16, Column 4)

NEW YORKERS LEAD WESTINGHOUSE DRIVE

MANSFIELD, Ohio.—Times Appliance Co., New York distributor, was riding along in first place in the Westinghouse "build-a-refrigerator" contest as the first half of the 60-day drive ended Sept. 1.

Close on the heels of the New York distributor was Westmore-Savage Electric Supply Co., Boston, while Westinghouse Electric Supply Co., Philadelphia, showed a big gain to reach third place ahead of Iron City Electric Co., Pittsburgh.

The leading salesman at the hairy point was R. N. Snyder, Hempstead, L. I., while A. Black of Allen-Ingraham, Inc., New York dealer, was second, leading the apartment house group. Third place was held by F. J. MacNaughton, Electric Appliance, Inc., South Bend, Ind.

District standings for the first 30 days showed the Metropolitan New York section in first place with the central district in second place. Third place is held by the Middle Atlantic
(Concluded on Page 16, Column 1)

200 MAJESTIC DEALERS ATTEND DIVISION MEETING

MINNEAPOLIS.—Roycraft Corp., Majestic distributor for Minnesota, was host to more than 200 dealers at a meeting in the Flame Room of the Radisson hotel, here, recently. The meeting marked the initial showing of the new Majestic line to dealers in the mid-west.

The presentation of each model was made through a huge replica of a Majestic radio model. A microphone hook-up was installed to the speaker of each set as it made its appearance and each
(Concluded on Page 16, Column 2)

GIBSON NAMES DISTRIBUTOR FOR SOUTHERN CALIFORNIA

GREENVILLE, Mich.—Gibson Electric Refrigerator Corp. announces the appointment of the Platt Music Co. as distributor of the Gibson Electric in southern California.

The Platt Music Co. is recognized as the outstanding merchandiser of specialty products on the Pacific Coast and is well known throughout all parts of the country.

The initial order of the distributor called for 10 carloads of refrigerators.

Atlanta

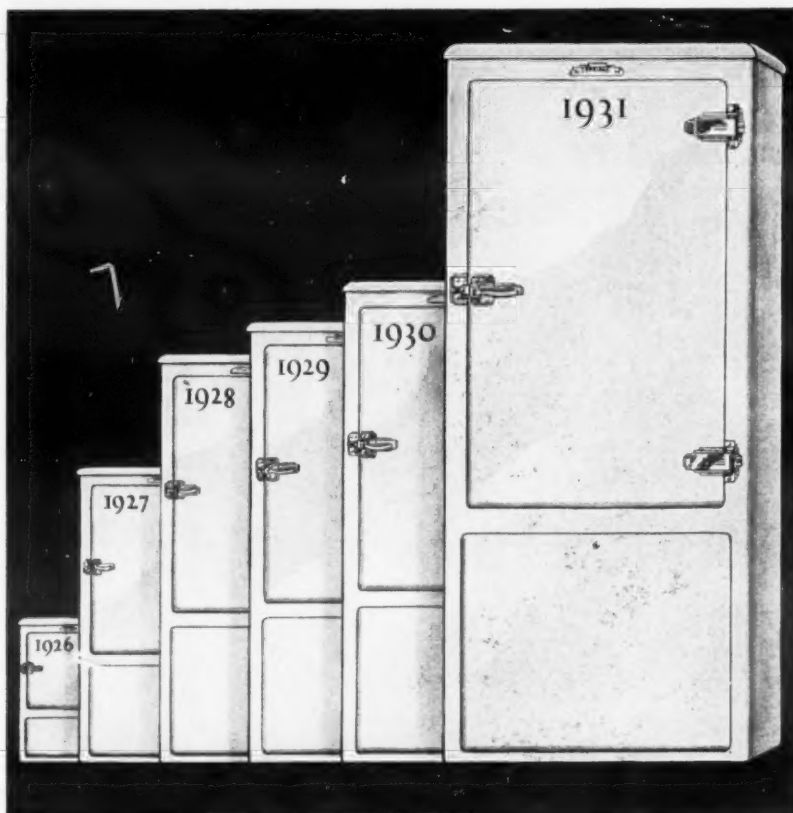
ATLANTA.—With John B. Reeves, regional manager for this territory in charge, Frigidaire salesmen covering Georgia and the Carolinas gathered in Atlanta Thursday, Sept. 3, for their fall business conference.

Principal speakers at the meeting in
(Concluded on Page 6, Column 2)



COPELAND

DEPENDABLE ELECTRIC REFRIGERATION



1931 A YEAR OF GRATIFYING PROGRESS

FROM the very start Copeland has forged surely ahead in the electric refrigeration industry. Each year has seen improvements in the Copeland product, increases in Copeland sales, enhancement of the Copeland reputation for quality. Each year, too, has witnessed the growth of a wider, stronger, more aggressive dealer organization.

Nineteen thirty one, a year of setbacks for many businesses, so far has been the finest Copeland has ever enjoyed—and by a substantial margin. This is most gratifying, for Copeland planned carefully for 1931.

The 1931 Copeland Domestic Line is the most advanced in every way that Copeland has ever offered. It combines all the outstanding features and refinements which have made

electric refrigeration so popular in the American home. While the 1931 Copeland Commercial Line is so complete, so flexible and powerful that it covers the entire field.

But Copeland planned further than merely to provide distributors and dealers with highly salable merchandise. Copeland prepared to go more widely into the field and show its sales outlets how to operate on a sound and money-making basis. Naturally the 1931 Copeland franchise proved attractive to many new and substantial retailers—naturally, too, it proved profitable to new outlets and old alike.

Copeland anticipates continued progress during the remainder of 1931—and is planning big things for 1932. Why not investigate the Copeland proposition right now?

COPELAND SALES COMPANY

332 Cass Avenue, Mount Clemens, Mich.

FOR THOSE WHO WANT THE FINEST

Leonard Takes to The Air

PORTLAND—During the past month Cronin Distributing, Inc., distributor of Leonard Electric Refrigerators at Portland, Ore., has attracted local attention to the product it handles by means of a Goodyear blimp which has flown over the city.

A. M. Cronin, Jr., president, believes that this has been the most effective advertising his company, which also distributes radio products, has done in a long time.

DEALERS IN NON-ELECTRIC FIELD SECURE FRANCHISES

PROVIDENCE—(UTPS)—One of the most outstanding trends in the electric refrigeration field in this section has been the broadening of the dealer field to include many in non-electric fields.

During the past month more dealers in other than electric fields have taken on electric refrigeration than for any other period, a trend that is considered by local business folks as evidence of popular demand for the product.

Among these recent new dealers are the Belcher & Loomis Hardware Co., hardware wholesaler, who has added Mayflower electric refrigeration; Ballou, Johnson & Nichols, house furnishings wholesaler, who has added the Leonard; Farnum Radio store, Pawtucket radio and television retailer, selling General Electric units.

J. B. Archambault, Arctic, R. I., furniture retailer, also G. E.; Meiklejohn Co., musical instrument retailer with stores in three Rhode Island cities, Kelvinator line; Frank Crook, Inc., Pawtucket new and used automobile dealer, Westinghouse; Summerfield's Furniture store, credit furniture retailer, Majestic; Callender, McAuslan & Troup Co., one of the largest department stores here, Majestic.

The Norge line is now sold by the following: Healy Brothers, Central Falls radio retailer; Universal Auto Supply, motor accessories wholesaler and retailer; Broadway Radio shop, Newport; Billing's Toy shop, toy retailer; and the Rose Music store, Woonsocket, musical apparatus retailer.

FOOD PRESERVATION BODY GIVES NEW ORLEANS SHOW

NEW ORLEANS—A fall refrigeration show was staged at the Public Service headquarters, here, from September 8 to 12 by the New Orleans Food Preservation association which is composed of local distributors and dealers in automatic refrigeration and New Orleans Public Service, Inc.

Eleven makes of refrigerators were exhibited in booths prepared in the sales rooms of the Public Service building. Decorations consisted of a painted background of ice cubes and overhead icicles.

The concerns participating in the show were: Mayflower, Shuler Automobile Supply Co.; Electrolux, A. Baldwin & Co.; Norge, Stauffer-Eshleman & Co.; Frigidaire, Frigidaire Sales Corp.; Superior, S. B. Stewart & Co.; General Electric, A. G. Riddick Co.; Kelvinator, Kelvinator Corp.; Majestic, Modern Appliance Co.; Leonard, Specialty Sales Corp.; Copeland, Copeland Refrigerator Distribution Co.; Servel, Interstate Electric Co.

Miss Rose Michaelis, home economist with the New Orleans Food Preservation association, was in charge of the programs. Mrs. Ruth Oswald, with the Kelvinator Corp., and Mrs. Louise Rackley of the Wesson Oil and Snowdrift Co., were the home economists in charge of food preparation and demonstrations.

Other speakers were T. C. Hosch, E. Metz, Hugh M. Blain, W. R. Cobb and C. W. Doucet.

O'KEEFE & MERRITT CO. ESTABLISHES BRANCH

SAN FRANCISCO—(UTPS)—O'Keefe & Merritt Co., manufacturer of the O'Keefe & Merritt electric refrigerator, gas heaters, and ranges, has established a branch office in San Francisco in the Furniture Exchange building, under the northern California management of Poul R. Prietsch.

The San Francisco branch will also serve Nevada dealers. The firm's factory is in Los Angeles.

MASSACHUSETTS G. E. DEALERS HEAR PLAN OF DRIVE

SPRINGFIELD, Mass.—Fall sales meetings of Breckenridge, Inc., were held at Hotel Kimball, Sept. 14, for dealers of the four western counties, and at Hotel Bancroft, Worcester, Sept. 15, for the Worcester county dealers.

The meetings were arranged to tie in with the national plan of General Electric along the lines of a political campaign.

LITTLE PROMOTIONAL WORK DONE IN ORIENT

CLEVELAND—"The value of advertising and sales promotion—in paying the way for sales—is not always appreciated by the average American salesman," says W. D. Guy, who has just returned from the Far East where he spent two years as a representative of the International General Electric Co.

"If the average American salesman suddenly were transplanted in the Orient, he would have a deeper and keener appreciation of what advertising and sales promotion is doing for him," says Guy, "because there is so little of it done in the Orient, as compared to the amount of advertising and sales promotion in this country. It's like that old saying—we never appreciate the sunshine until it rains."

"Let the advertisers in this country cut down their ads in size and in frequency; let them reduce their direct mail efforts; let them curtail other promotional activities—and they will find that the salesman's path will become more difficult, and, in some instances, perhaps impassable."

Advertising Aids Salesmen

"The salesman in this country who has his way paved by huge advertising and intelligent sales promotion activities is extremely fortunate. Moreover, he has a field of educated, enlightened, progressive, ambitious prospects. Advertising and sales promotion have educated the American people, have made them conscious of the need for the salesman's products."

"Take General Electric refrigerators, for instance. Here in this country, the salesman has advertising and sales promotion to thank for much of his success. They go ahead and pave the way—make the prospect desirous of owning a refrigerator—teach the prospect what the refrigerator will do for him and his family—show him how he can afford to own one. Most of this work is done before the salesman even sees or calls upon the prospect."

Pride of Ownership Appeal

"But, in the Orient, in the absence of such wide-spread education—which is any corporation's advertising and sales promotion efforts—practically the only selling appeal is pride of ownership."

"Not having any knowledge of what an electric refrigerator can do for them, many people buy electric refrigerators in the Far East and place them in the living room or the entrance hall—where they will be conspicuous for all to see."

"The purchase is made from the motive of pride, rather than from that of utility. People are not educated as to the service a refrigerator will give them. Sales are more difficult. The answer, of course, is lack of advertising and sales promotion."

"In many Far Eastern countries there are many things to overcome on the part of the salesman. For instance, in China, another difficulty in the sale of electric appliances is the fluctuation of electric current, especially in the interior. Consequently, sales to a large extent, are confined to port cities."

G. E. Sales Increasing

"However, despite these obstacles, sales of General Electric refrigerators are growing. The outlook in Japan is especially encouraging. There, electric service now is available throughout the empire."

"The Japanese are progressive, alert. They are anxious to improve their living conditions and to boost their standard of living. They are becoming refrigeration-conscious. Increased advertising and sales promotion is aiding in this direction."

"Alert and progressive refrigerator dealers are looking to advertising to increase sales in the Orient. They have, in many instances, very attractive display rooms. Many have home service departments which conduct demonstrations and give lectures on electric refrigeration. Some are using excellent window displays. Some use street car advertising. A large number constantly are using newspapers while many are realizing the need for more direct mail effort."

"It is merely a matter of education, which means advertising and sales promotion."

Guy covered Japan, China, Korea, the Philippines, French Indo-China and Java.

COLORADO SALES SHOW GAIN OF 46 IN JULY

PUEBLO, Colo.—Sales of electric refrigerators by the Southern Colorado Power Co. showed an increase of 46 in July over the month of June. July sales totalled 1,340, while June sales were 1,294.

Pueblo division led in the sale with 659 in July and 659 in June. Every division showed a gain in July.

CHAIN STORE ADDS LINE OF COPELAND MODELS

SEATTLE—Eckart Brothers, western distributor of Copeland electric refrigerators, has extended distribution of these refrigerators in all the Hopper-Kelly stores.

.. This
is a logical time to
TALK TO KELVINATOR

Around the middle of October there will be inaugurated a program, affecting the sale of Kelvinators, of decided advantage to everyone connected with Kelvinator as of that date . . . We suggest that you act NOW. It will pay you to TALK TO KELVINATOR.

Kelvinator Corporation, 14245 Plymouth Road, Detroit, Michigan
Kelvinator of Canada, Ltd., London, Ontario Kelvinator Limited, London, England

Kelvinator ⁽³⁷³⁾

Connecticut Garage Owner Says Auto Salesman Is Good Refrigeration Dealer

ANSONIA, Conn. — The automobile dealer is a logical outlet for electric refrigeration, in the opinion of Samuel F. Yudkin, president of Kelvinator of Ansonia and the Ansonia Garage, who has several years of experience handling the two lines to back up his statement.

Four years ago, Mr. Yudkin, Studebaker dealer in his territory, secured the Kelvinator franchise for Ansonia, feeling that he needed a side-line to replace the former volume in tires, gasoline, and oil and automobile accessories which has been lost by practically all automobile dealerships.

Separate Firm Established

The refrigerator business grew to such an extent that a separate concern, Kelvinator of Ansonia, was formed and a special showroom assigned to it. Mr. Yudkin and his two brothers, who are associated with him, divide their time in selling Kelvinators and Studebakers, and have found no conflict between the two.

This year Kelvinator of Ansonia is 200 per cent ahead of last year in sales volume, both domestic and commercial being strong. The automotive division has profited, rather than lost, by the time spent in cultivating refrigerator contacts, Mr. Yudkin believes.

Seasonal Trend Overcome

It has been the general impression in appliance merchandising fields that radio tied up better with automobiles as a side-line than refrigeration, because radio reaches its peak sale during the off-season for cars, while the automobile and refrigeration seasons practically coincide. Mr. Yudkin says he has never had reason to consider this seasonal situation a drawback.

"The automobile dealer has a ready-made prospect list for refrigeration," he said. "In a great many instances

the reputable dealer in automobiles can sell a refrigerator to his old customers more easily than a refrigerator dealer who has had no previous contact with the individuals. He has given them satisfactory transportation and it is assumed that he can give them the same kind of refrigeration.

"In numerous instances I have sold a refrigerator to a person with whom I was never able to do business on a car, and once having sold them the one item, I have frequently added a car later. We have a small sales organization, handling a high-grade car and a high-grade refrigerator. We don't want all the business in town. We want only the best.

"Our refrigerator sales are more than 75 per cent cash, on the average, while car sales run about 65 per cent cash.

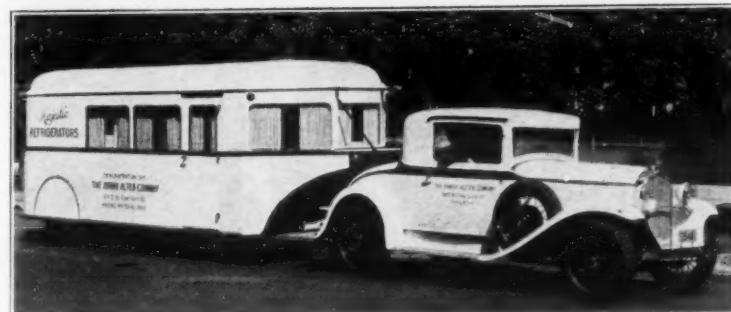
Few Sales Financed

The few time sales that we handle are financed through a local bank. We had rather not sell a Kelvinator or a Studebaker to an individual about whose account we may have headaches later.

"We find that instead of conflicting, the two lines can be worked together very easily. When we go out to sell a car, we can present our refrigerator proposition at the same time, and frequently sell a box to a family we can't convince on a car. A refrigerator prospect, on the other hand, frequently falls in line for an automobile."

That a veteran automobile dealer can become an expert in refrigeration is shown by the fact that Mr. Yudkin has been successful in designing and installing a number of complicated commercial refrigeration jobs in his territory. He has been particularly successful in the field of dairy refrigeration, having installed cooling equipment in a large number of farmers' milk storage plants.

Demonstrations on Wheels



Demonstration cars in the form of trucks or automobile trailers are being used by distributors to show products to dealers. The truck is used by L. H. Bennett Co., Ltd., G. E. distributor at San Francisco, and the trailer by Harry Alter, Chicago Majestic distributor.

WILLIAMS SUPERVISES AREA

LOUISVILLE—Tom Williams has been appointed territory supervisor for Stratton-Terstegge, distributor for Kelvinator refrigerators.

MAYFLOWER DISTRIBUTORS IN OHIO MERGE

CLEVELAND—Merging of the M. & M. Co., distributor of Mayflower electric refrigerators, and Reinhart Supply Co., Canton, distributor in the same area, has been completed and the new company is continuing under the name of M. & M. Co.

The territory of the two companies, which overlapped, has been combined, and Ralph Reinhart, president of Reinhart Supply Co., has been named manager of Mayflower distribution.

The dealer organization is being extended, following the merger.

INCREASE Your INCOME AT HOME... In Spare Time!

New... Easy... Practical Home Training!
HERE'S good news for men who produce, sell or service electric refrigerating equipment! A marvelous new method now teaches you the vital principles and practices necessary for big returns! No study dredgery. Practical and fascinating. Complete, easy to grasp. Prepared by experts. Approved by leading manufacturers. Charts, diagrams, drawings help you learn quickly. Low cost, easy terms. Trained men available. Write today!
This Valuable FREE BOOK Tells How!
UTILITIES ENGINEERING INSTITUTE
4403 Sheridan Rd., Dept. 991, Chicago, Ill.

Only Arborite has ALL these Advantages!

1. Thermal conductivity of .26 per inch.
2. Weight less than 11.5 lbs. per cubic foot—15% to 40% less than other boards.*
3. Resists moisture—each fibre coated with a waterproofing film.
4. All-Wood—Made entirely of the clean, live, uncooked fibres of Spruce and kindred soft woods.
5. Strong, Durable—Has the strength and permanence of wood.
6. Easily Handled and Worked—Good-looking (cream-colored).
7. Sound Absorption—Coefficient of .34 (512 cycles)—U. S. Bureau of Standards Tests).

*"The lighter the board, the more efficient the insulation."—U. S. Bureau of Standards.



When Is a Salesman an Engineer?

Here is an insulation board that sells on an engineering basis.

Arborite Special Low Density Board is going over big without high-pressure salesmanship or advertising ballyhoo. It sells and repeats on its merits alone!

With new demands constantly being made on the refrigeration industry, an insulation material, to be satisfactory, must meet specifications that are becoming more and more exacting.

Check the Arborite advantages listed in the upper left-hand corner of this advertisement. You will see at a glance why many leading industrialists are depending on Arborite for efficient, trouble-proof insulation.

One or more of these Arborite features may show you a way out of an insulation difficulty that is now troubling you. If so, we will be glad to supply further information and send an experienced man to talk over your refrigeration problems. Wire, write or phone the nearest office, or if more convenient, ask your secretary to clip and mail the coupon.

THE WOOD-FIBRE BOARD CORPORATION

General Offices: 51 East 42nd Street, New York City

Branch Offices: 180 North Michigan Avenue, Chicago

Statler Office Building, Boston

Plants at Lisbon Falls and Brunswick, Maine

ARBORITE
ALL-WOOD SPECIAL LOW DENSITY INSULATION BOARD

Also Arborite Structural Insulation—Building Board, Lath, Sheathing, Tile—Roof Insulation, Acoustical Tile

NEW!

Sheets of ARBORITE $\frac{1}{16}$ " thick!

Improved manufacturing methods and Arborite's all-wood construction make it possible to supply Arborite in strong, pliable sheets in thicknesses of $\frac{1}{16}$ -inch up. Sheets bend around corners without cracking—can be wedged into small openings, adding insulation. Excellent for round or odd-shaped compartments. (Incidentally, the strength of the thin sheets is an indication of the strength of Arborite in its full thickness.) Thin sheets of Arborite give three additional advantages:

1. CUSHIONING—Used as filler, under metal, for enclosed joints, these thin sheets reduce vibration!
2. SOUND INSULATION—Sound absorption coefficient .34 (512 cycles)—U. S. Bureau of Standards Tests). Used to line motor compartments, Arborite effectively keeps noise from spreading into the room.
3. HEAT INSULATION—Inch for inch, proportionately the same highly efficient heat stopping properties of Arborite board.

Arborite Insulation Board is made in thicknesses of $\frac{1}{2}$ -inch, $\frac{3}{4}$ -inch, 1-inch. (Stock thicker than 1-inch furnished stapled or glued.) Homogeneous construction—no lamination. Has structural strength so desirable in smaller pieces and strips. Arborite also supplied in thin sheets in thicknesses of $\frac{1}{16}$ -inch up.

COUPON

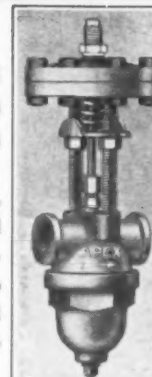
THE WOOD-FIBRE BOARD CORPORATION,
51 East 42nd Street, New York City.

Send complete information at once covering Arborite Special Low Density Insulation Board. We make

Name.....
Address.....

APEX Automatic Refrigeration Specialties

Expansion Valves, Pressure Control Water Regulators, Gas Pressure Regulators, and Water Pressure Regulators.



APEX REGULATOR COMPANY
DIVISION OF
FISHER GOVERNOR COMPANY
MARSHALLTOWN, IOWA

MIAMI DEALER HANDLES MAJESTIC LINE

MIAMI—(UTPS)—Twin Radio Co., a newly organized dealership, is representing the Majestic electric refrigerators. A. L. Stein is president, and E. D. Merlin, secretary-treasurer.

Refrigerators are obtained through the state distributor, Southern Hardware & Bicycle Co. of Jacksonville.

MAJESTIC DEALERS HOLD ONE-DAY CONVENTION

LOUISVILLE—Majestic dealers from the Kentucky, southern Indiana, and southern Illinois territory convened here for a one-day convention on September 9.

New Majestic radio and refrigerator models were exhibited at the conference. The meeting was sponsored by Cooper-Louisville Co., distributor.

POLAR AMMONIA EXPANSION VALVE

• Service is Expensive •

The best refrigerating machine ever built is only as good as the expansion valve used.

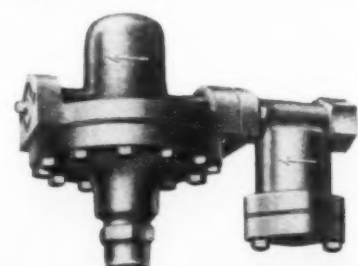
Many inferior expansion valves have condemned some of the best installations. Use of POLAR PRECISION BUILT AMMONIA EXPANSION VALVE will eliminate considerable expense.

Write for further details

Atlas Copper & Brass Mfg., Co.

2734 High Street

Chicago, Ill.





... so Philadelphia
hospitals
choose

ELECTROLUX

There's no second best in hospital equipment. Whether it's the surgeon's delicate instrument, the lighting system, or the refrigerator . . . *it must not fail!* These nine Philadelphia hospitals place their trust in Electrolux:

UNIVERSITY OF PENNSYLVANIA HOSPITAL

PHILADELPHIA GENERAL HOSPITAL

LANKENAU HOSPITAL ST. AGNES HOSPITAL EPISCOPAL HOSPITAL

TACONY DAY NURSERY

HOMEOPATHIC HOSPITAL

FRANKFORD HOSPITAL

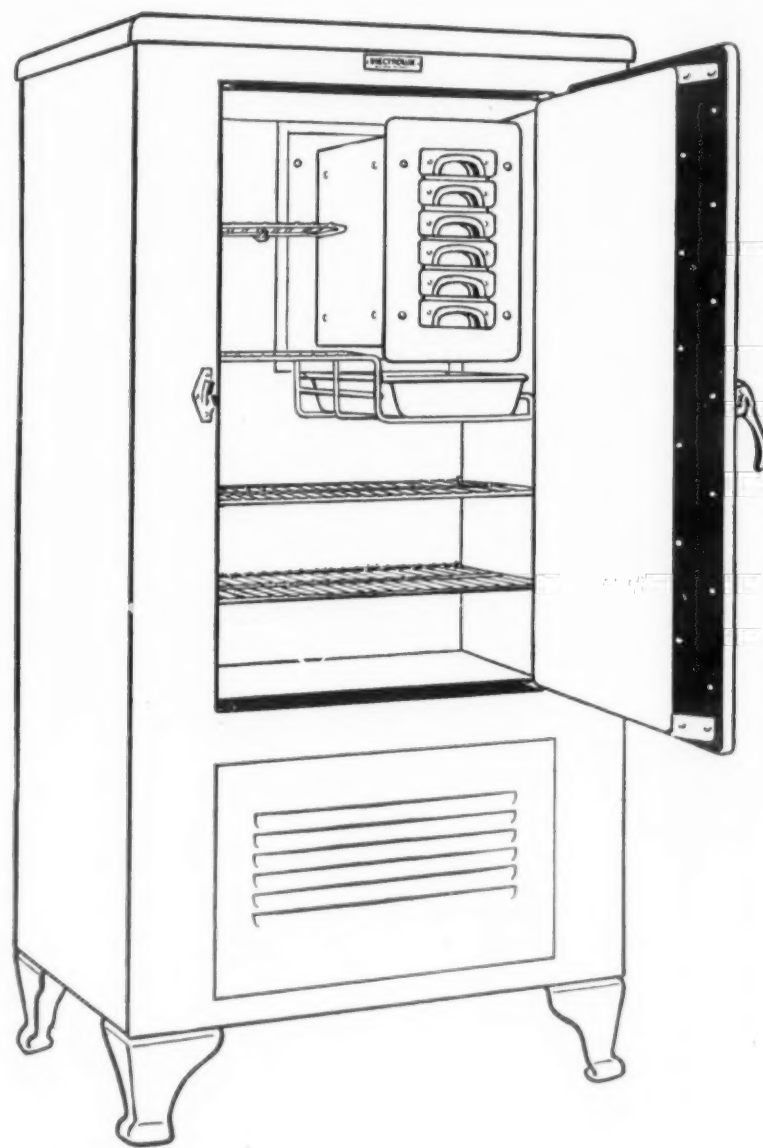
HOME FOR INDIGENTS

THE men who carry the responsibility of lives—doctors, pharmacists, biological experts—have found they can rely on Electrolux refrigerators for *constant* low temperatures. That is why hospital after hospital has specified Electrolux for the safe-keeping of serums and vaccines, as well as for food preservation.

Besides being dependable, hospital refrigerators must be economical in operation. They must be sanitary . . . easily cleaned. And they must not disturb patients

with unnecessary noises. Electrolux was the one refrigerator that could successfully meet *all* these requirements.

This is just one more instance where Electrolux has won out in comparative tests. Electrolux salesmen will tell you that they invite a sceptical buyer to try out and compare various makes of refrigerators. They know that Electrolux can always hold its own—will usually get the order! Electrolux Refrigerator Sales, Inc., Evansville, Indiana.



Electrolux refrigerators like this can be placed right in wards with sleeping patients if necessary. There is never a sound to cause annoyance or wakefulness.



A tiny gas flame takes the place of all moving parts

ELECTROLUX

— THE *Gas* REFRIGERATOR

5,270 UNITS ARE SOLD IN 7 MONTHS BY 2 UTILITIES

NEW YORK—Five thousand two hundred and seventy electric refrigerators were sold during the first seven months of 1931 by the national group which includes National Electric Power Co. and National Public Service Corp.

The figures were above 1930, as 4,606 units were sold in the first seven months last year. In the range division, 2,319 were sold, as compared with 2,613 a year ago, while 683 water heaters were sold, as compared with 579 for the same period in 1930.

Artic

REG. U.S. PAT. OFF.

(Methyl Chloride)

for

Refrigeration

of

DAIRY PRODUCTS

Stable . . . Non-Corrosive
... Easily Handled ...

The ROESSLER & HASSLACHER CHEMICAL COMPANY
Incorporated
Empire State Bldg., 350 Fifth Ave.
New York, N. Y.

I'll be in
DETROIT again
next month



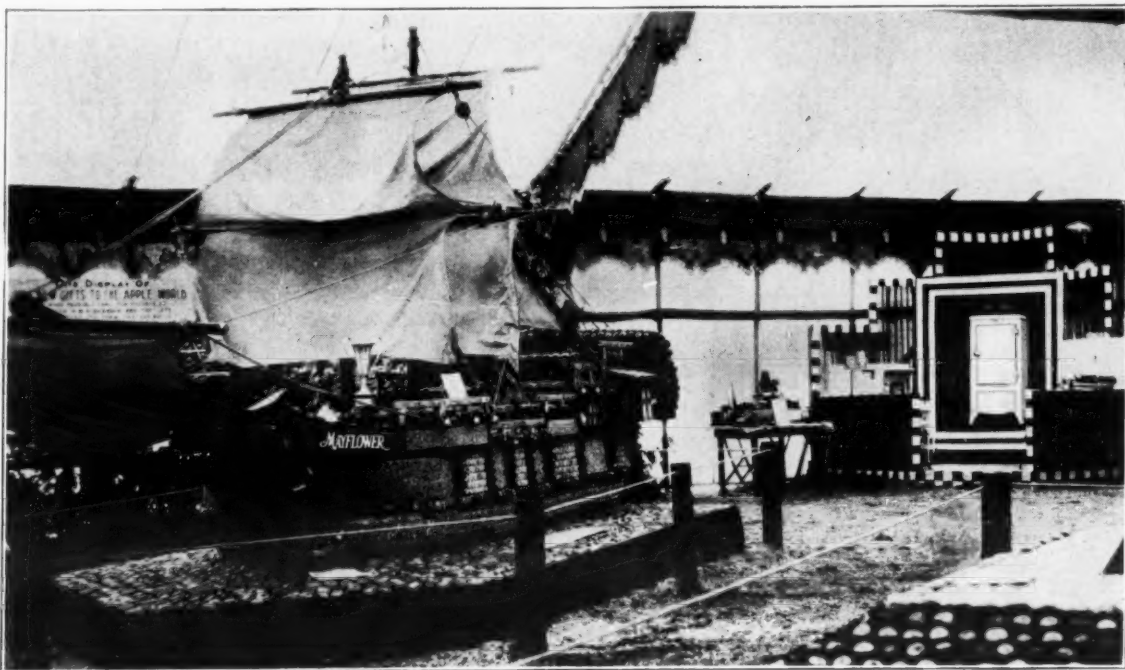
... reserve me a room now."
This is no infrequent experience to Hotel Fort Shelby Room Clerks. Hotel Fort Shelby has always endeavored to provide every comfort and convenience for its guests. Its beautiful, commodious rooms... inviting lobby... preferred location... incomparable food and reasonable tariffs are considerations underlying such compelling popularity. 4 900 units... all equipped with servitor and private bath. Rooms as low as \$3.00 per day... suites \$10.00 and upwards.

Motorists are relieved of their automobiles at the door without service charge. Write for free road map, and your copy of "Aglow with Friendliness," our unique and fascinating magazine.

Fort Shelby
HOTEL
E. J. BRADWELL, Manager
DETROIT

"AGLOW WITH FRIENDLINESS"

Apples and Mayflowers



The "Mayflower," a ship made from apples and floating on an apple sea was exhibited in front of the Mayflower electric refrigerator booth at the recent Sebastopol apple show, Oakland, Calif. The refrigeration display was entered by Santa Rosa Furniture Co., Santa Rosa, Calif.

Frigidaire Dealers Learn of New Low Prices At Meetings Throughout Nation

(Concluded from Page 1, Column 4)
cluded: Lee Clark of the sales planning department of Dayton; L. W. Slack, district sales manager for Georgia; H. W. Hayes, district sales manager for the Carolinas, and V. C. Smith, manager of the sales planning division for the southern region.

The conference, which was held at the Biltmore hotel, was attended by approximately 100 salesmen from over the territory. It was the third of a series of seven conferences being held throughout the southern region, meetings having been held previously in Birmingham and New Orleans.

San Francisco

SAN FRANCISCO—Frigidaire Corp. announced price reductions in household and commercial electric refrigeration products at a meeting of sales representatives of the west at San Francisco, Sept. 3.

"Lower raw material prices and a satisfactory business volume made the reduction possible," H. C. Jamerson, distribution sales manager of the corporation said.

J. L. Conover, regional sales manager, had charge of the meeting, assisted by G. N. Shane, regional promotional manager.

Omaha

OMAHA—Fall meeting of the 150 salesmen of the Omaha branch of Frigidaire was held Sept. 2, with R. B. Ambrose, manager of the commercial department, Dayton, as the principal speaker.

The meeting was a combination celebration of the close of the jubilee and the opening of the Fall program. This was the largest sales conference ever held by Frigidaire in Omaha.

A banquet was tendered the representatives at the Blackstone hotel.

Fort Worth

FORT WORTH, Tex.—More than 100 west Texas dealers in products of the Frigidaire Corp. attended the combination celebration and business conference held at the Texas Hotel in Fort Worth, Sept. 3.

Speakers at the meeting included J. J. Nance, manager of the sales planning division of the Frigidaire Corp., Dayton; Frank Cotton, Harry Stewart, and P. B. Hayward, of the regional office in Dallas, and P. M. Bratten, Fort Worth.

GENERAL ELECTRIC BEGINS FALL POLITICAL CONTEST

(Concluded from Page 1, Column 1)
to the honor of winning in the election contest.

Prizes will range from custom-built deluxe automobiles and specially-constructed delivery trucks to desk sets, diamond rings and movie cameras to davenport, watches and necklaces to oriental rugs, bed room suites and imported linens to floor lamps, bookcases and fur coats to camping outfits, chests of silver and electric clocks to golf bags. In addition, there will be several thousands of dollars in cash prizes.

Each sale carries with it a point value in relation to the size of refrigerator sold. These point values or credits can be exchanged for merchandise.

The land of "Refrigerania" is divided into seven districts, with from six to eleven states—or distributorships—in each district. Distributors, numbering 62, will be candidates for president. The distributor doing the best sales-to-quota job for the period of the campaign will receive the most votes and therefore will be elected president. The distributor in the other districts doing the second best sales-to-quota job will be elected vice president, and so on through the cabinet positions.

First announcement of the election campaign—officially named the "Monitor Top Election Contest"—was made at Association Island the latter part of August when distributors and keymen from all parts of the country gathered for their annual fall conference. There, it was explained that distributors and others would hold weekly election rallies at which time salesmen would cast their ballots in regular manner in accordance with the number of refrigerators actually sold.

Huge ballot boxes will be set up in each meeting place and these forwarded once each week to national campaign headquarters at Cleveland, where ballots will be counted. A weekly newspaper, "The Ballot Box," will be issued during the campaign, giving results to date of issue. Distributors are to hold torchlight processions, arrange for stump speeches and other stunts to give the contest colorful, political atmosphere.

"Refrigerania" has a specially-designed flag which will be displayed, as well as its own coat of arms, its "national anthem" and other insignia.

"The Monitor Top Election Campaign will furnish to every General Electric salesman a vehicle that should help him to greater accomplishments during the fall and winter months of 1931," says

GREAT LAKES N. E. L. A. WILL MEET OCT. 1-3

CHICAGO—The eleventh annual convention of the Great Lakes division, which includes Illinois, Indiana, Michigan, and Wisconsin, of the National Electric Light association will be held Oct. 1, 2, and 3 in the French Lick Hotel, French Lick, Ind.

J. F. Owens, president of N. E. L. A., J. E. Davidson, chairman, Electric Refrigeration Bureau, and Paul Clapp, managing director, are scheduled on the three-day program.

Other speakers will be: Virgil Jordan, economist, Business Week; Col. George T. Buckingham, counsel, Illinois Power & Light Corp.; James B. Wootan, editor, Public Service Management; John F. Gilchrist, vice president, Commonwealth Edison Co.; Edwin Gruhl, vice president, The North American Co.; Miss Sophia Malicki, Middle West Utilities Co.

William Hodge, vice president, Byllesby Engineering and Management Corp.; Phil Grau, attorney, Milwaukee, Wis.; W. H. Sammis, Commonwealth and Southern Corp.; George W. Hable, research director, C. R. E. A.; W. S. Monroe, president, Sargent & Lundy; Fred W. Herbert, director of accounting, N. E. L. A.; H. S. Bennion, director of engineering, N. E. L. A., and L. B. Andrus, president, Great Lakes division.

NORGE DEALER GETS NEW LEADS THROUGH CONTEST

RACINE, Wis.—A sales promotion idea was staged recently by the Hi-Grade Battery & Electric Works, Norge electric refrigerator dealer. This concern offered a \$175 Norge refrigerator to the person determining most accurately how long three quarts of milk placed in the refrigerator would keep fresh.

The test was staged in cooperation with a local dairy and the Racine health department. A registration card was provided by the concern, which had to be filled out completely to allow the participant to compete.

Information asked for included the name and address of the participant, whether he or she was keeping house, whether over 18 years of age, and whether or not they owned an electric refrigerator and, if so, what make.

Judges included three men prominent in the business life of the city and the people were obliged to deposit their opinion in a refrigerator prepared for this purpose in the electric company's store.

This provided the concern with a list of prospects and also gave their salesmen an opportunity to point out the desirable features of the refrigerator when they deposited their cards.

Estimates varied from two to 42 days. Regular tests were conducted by the health department and after 14 days, 17 hours, and 25 minutes the milk was adjudged sour. The winner's estimate was 14 days, 17 hours, 16 minutes, and 15 seconds.

FLORIDA NORGE DEALER OPENS NEW RETAIL STORE

JACKSONVILLE, Fla. — Edwards Music & Electric Co., carrying a full line of Norge electric refrigerators, has opened a retail salesroom at 1021 Park St. Five Points. Norman H. Edwards is manager.

The concern is concentrating on Norge electric refrigerators, it was stated, but will add stocks of electric ranges, pianos and radios early in October.

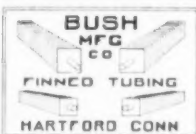
P. B. Zimmerman, manager of the electric refrigeration department and who will be chief justice of the supreme court of "Refrigerania."

"The greater public acceptance of electric refrigeration as a year 'round necessity makes the salesman's job much less difficult this year than ever in the past. It has been said that it is much easier to sell a refrigerator during the winter months now than it was to sell one during the summer months five years ago, and we feel that this contest will enable the salesman to roll up greater records for fall and winter selling."

George C. Chapman, assistant manager of the refrigeration department, will be associate justice of "Refrigerania," and A. C. Mayer, manager of the merchandising division, will act as national campaign manager. Distributors will set up their own political organization with their own campaign managers. Advertising and sales promotion will tie in with the sales drive, as explained by Walter J. Daily, manager of the sales promotion division.

PROFESSIONAL SERVICE

Testing Laboratory
For refrigerators
and refrigerating equipment
George B. Bright Co.
Refrigerating Engineers and Architects
2615 12th St., Detroit, Mich.



CONDENSERS

STANDARD SIZES OR TO YOUR SPECIFICATIONS

FINNED TUBING

STRAIGHT LENGTHS OR FABRICATED

THE BUSH MFG. CO.
HARTFORD, CONN.

W. H. MARK HANNA, 6-247 General Motors Bldg., DETROIT, MICH.
REFRIGERATION APPLIANCES, CHICAGO - VAN. D. CLOTHIER, LOS ANGELES

KULAIR Electrical Refrigerating Products

Simplicity, quality, efficiency and capacity unequalled. A size for every use.

Compressors from 95 Lbs. to 4300 Lbs. I. M. C.

Condensing Units from Small Domestic to Large Commercial Capacities.

AIR COOLED WATER COOLED
METHYL CHLORIDE or SULPHUR DIOXIDE

POLICIES
PRODUCTS
PRICES

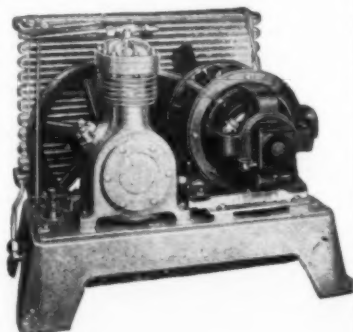
Providing Proper Profit To All Distributors.

WRITE FOR FULL INFORMATION TO

KULAIR CORPORATION PHILADELPHIA, PA.



NO. 1300 COMPRESSOR
Single Cylinder 1 1/2 x 1 1/2
300 to 425 R. P. M.



WASHINGTON DEALERS OPEN SHOW SEPT. 21

WASHINGTON, D. C. — Electric refrigeration will occupy a commanding position among the exhibits at the first annual radio and electric show to be sponsored by the local electric league at Washington auditorium, September 21 to 26. Eight dealers have taken space.

Those who will have booths devoted exclusively to refrigerating units are Westinghouse, Frigidaire, Mayflower, Kelvinator, General Electric, Majestic, Norge and Cold Spot.

Mayflower is making its first appearance in a Washington show, but the others were exhibitors last year in the exposition which was devoted exclusively to refrigeration, and which was productive of sales off the floor aggregating \$56,000. The cost of sales has been reckoned at 2.6 per cent in the case of deals negotiated at the show.

Arrangements for the show are in charge of M. C. Clay, manager of the Electric League of Washington.

Decoration Scheme Uniform

In staging this show, the league has proceeded with a view to cutting unnecessary costs and has as its objective the presentation of an exhibition that will require little or no outlay on the part of the distributors.

To this end, a uniform scheme of decoration has been adopted. This means that exhibitors will no longer vie with one another for the honor of having the most pretentious booth, a practice which in the past has been responsible for large non-productive disbursements.

Admission will be charged, the receipts to be used to defray the costs, after which the deficit will be made up by those participating, or the profits, if any, will be distributed on a pro-rata basis.

Room Coolers Featured

Negotiations are now being made for a complete display of house cooling units. The theaters of Washington and some of the public buildings, notably the White House, are equipped with these systems and the subject is not wholly unfamiliar to the residents of this city.

Electric refrigeration will be "first page news" in Washington during the week of the exposition, literally as well as figuratively, for arrangements have been made with the *Daily News*, Scripps-Howard publication here, to take over the entire first page for exploitation purposes during the week.

To make this possible it was necessary to contract for the entire folder, providing four pages of copy each day.

NEW MOHAWK DISTRIBUTOR PLANS SALES CAMPAIGN

BRIDGEPORT, Conn.—D'Elia Electric Co., Connecticut distributor of Mohawk electric refrigerators whose appointment was recently announced, has started mapping out its sales campaign.

Two dealers were recently enrolled in the territory, Standard Cycle & Auto Supply Co., Winsted, and Norrish Temple of Music, Bridgeport.

While the concern received its charter as a distributor too late this season to make possible any concentrated sales activity in 1931, prospects for next year are encouraging, according to William De Rosa, secretary.

A total of 179 Mohawks were installed by the D'Elia company recently in a new apartment building in Bridgeport built by William F. Chatlos.

MIAMI CONCERN WILL SELL WESTINGHOUSE UNITS

MIAMI, Fla.—(UTPS)—Westinghouse electric refrigerators will be sold in Miami and Dade county by James O. Wilson & Co. This firm has been appointed exclusive dealer through the distributing wholesale branch, Westinghouse Electric & Supply Co.

Mr. Wilson who heads the company was formerly connected with the Miami branch of the George Patterson, Inc. He will be the general manager of sales and service for the new Westinghouse retail refrigerator business. His father, James H. Wilson, who is associated with him in the business, has also had many years' experience in the electric refrigeration business.

FRIGIDAIRE DEALER GETS NAVAL CONTRACT

BREMERTON, Wash.—The Pacific Electric Co. of Bremerton, has been awarded one of the largest contracts of its kind in the Navy Yard district of Puget Sound.

It will equip the Southcourt apartments in this naval city with 45 Frigidaire units.

CAVALIER DEALER APPOINTED

WATERBURY, Conn. — (UTPS) — Sprague Electric Supply Co. has been appointed dealer for Cavalier electric refrigerators in this district.

Discussing 'Derby' Performance



Kelvinator derby was discussed in a visit by District Manager George E. Wagoner to Clark & Jones Piano Co., Birmingham, Ala., distributor. Left to right, those seen are: B. C. McCoy, sales manager; Mr. Wagoner; R. P. McDavid, vice president; J. M. May, Kelvinator factory representative, and H. S. Jones, Jr., secretary.

TEXAS UTILITY SURRENDERS DEALER FRANCHISE

AMARILLO, Tex.—(UTPS)—Following the completion of transfer of dealers franchise from the Southwestern Public Service Co. of Amarillo, Tex., to

the Nunn Electric Co., the Nunn company will be Frigidaire dealer in Amarillo.

The electric company has leased the showrooms of the public service company, but will handle sales from their own store, using the showrooms for display purposes.

NEW FIRM SELLS SERVEL UNITS IN RALEIGH

RALEIGH, N. C.—Rawls Tire & Radio Co., headed by C. H. Rawls, has opened for business here. The new firm will handle Servel Hermetic refrigerators.

300 DEALERS ATTEND MAJESTIC GATHERING

CHARLOTTE, N. C.—Three hundred refrigeration and radio dealers attended the sales meeting of Shaws', Inc., Majestic distributor, in the chamber of commerce, here.

Earl Hadley, promotion manager, and H. M. Pauley, general service manager of Grigsby-Grunow Co., spoke at the meeting. Mr. Pauley explained the new radio features and Mr. Hadley discussed the sales program.

Harry P. Shaw, Sr., president of Shaws', Inc., Oliver N. Shaw, secretary-treasurer, and Furman Ferguson, local sales promotion manager, were on the program. The meeting was also attended by Frank McGauchy, president of Capital Electric Co., Atlanta distributor, and Joe Montgomery, sales manager. The day's meeting ended with a night club program in the Hotel Charlotte.

G. E. DEALERS MEET

LOUISVILLE—Dealers for the General Electric Co. in this territory held a one-day convention at the Seelbach hotel on September 10.

Let's all go to WORK!

WE'VE all heard a lot of guesses about what the next three months will bring.

One thing is sure! A man won't get business by sitting back and waiting for it.

Make September a *good* month by selling Simplified Refrigeration to the homes in your community!

You can take the Servel list of selling points and close sales right now—sales that otherwise will hang over till next year.

Let's go! Write for a complete description of the Servel Hermetic with full details of our Dealer Plan. We'll give you plenty of selling help—work shoulder to shoulder with you to leave the rest of them far behind.

SERVEL SALES, INC., EVANSVILLE, IND.

A COMPLETE LINE OF HOUSEHOLD
AND COMMERCIAL REFRIGERATION

Quick Facts

Hermetically sealed unit... No kitchen repairs...
No moving parts exposed... Fewer moving parts...
Costs less to operate... Quietest electric refrigeration...
Handy temperature control... More, usable shelf space... Flat, usable top (unit in base)...
No installation problems... Broad factory guarantee.

FIGHTERS! WRITE FOR
THE SERVEL DEALER PLAN



SERVEL HERMETIC

Simplified Refrigeration

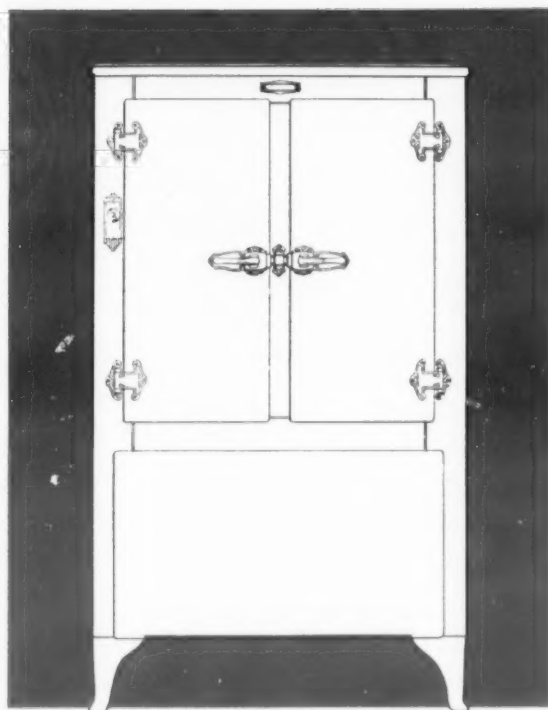
FRIGIDAIRE

NEW LOW PRICES NOW IN EFFECT
ON BOTH HOUSEHOLD MODELS AND
COMMERCIAL EQUIPMENT

STILL GREATER OPPORTUNITIES OPENED
UP FOR FRIGIDAIRE DEALERS

Frigidaire has just completed its 15th Anniversary Jubilee with an increased volume of business throughout the country. This record of substantial growth is a source of great satisfaction to the dealers who have invested both their time and money in marketing Frigidaire. For it has been profitable for them and will so continue because Frigidaire is supported by an unswerving policy of continuous advertising and factory cooperation.

And now Frigidaire announces new low prices on all models—opening up still greater oppor-



THREE YEAR GUARANTEE ON ALL HOUSEHOLD MODELS! Lifetime Porcelain Interior and Exterior! Extra power for greater efficiency! Low operating cost! These are just a few of Frigidaire's Advanced Refrigeration features. A leader now...and next year. *You* make the decision!

tunities for those who hold the profitable Frigidaire franchise.

Think what this price reduction means. You know what Frigidaire offers... the success it has had... and now *new low prices on all models*... worthwhile savings for buyers.

YOU Make the Decision

Read this page carefully. There's a message in it for *you*. Weigh the facts. *YOU* make the decision. Decide now which refrigeration franchise will mean most to you, not only this year but the next... and the next. Get the jump... get on the inside... find out about the Frigidaire proposition. Write to the Franchise Division, Frigidaire Corporation, Dayton, Ohio.

FRIGI
• • • A T N E W

REDUCES PRICES



FRIGIDAIRE BUSINESS IS GOOD! Today the Frigidaire dealer franchise is more valuable than it ever was. The new White Line has met with the greatest public approval ever given Frigidaire. The new low prices open up many new opportunities. Sales are going ahead. The electric refrigeration industry is in the top flight of today's business leaders. And the market for Frigidaire is growing daily.

WHEN YOU MAKE THE DECISION CONSIDER THESE FACTS

- 1 Frigidaire is easy to sell. Factory sales plans and merchandising campaigns are constantly being supplied to the Frigidaire dealer. Frigidaire is powerfully advertised in magazines. Strong newspaper advertising on a cooperative basis is a fixed policy of the factory. And in addition to this—a nation-wide Radio Program is now on the air three times a week. Tune in the Frigidairians—on the N. B. C. network—every Monday and Wednesday at 6:30 p. m., Eastern Standard Time, and Friday at 10:30 p. m., Eastern Standard Time.
- 2 Frigidaire is a product of outstanding quality and value...backed by General Motors...prestige, dependability, economy.
- 3 A 3 year guarantee on all household models.
- 4 A complete line...both household and commercial. Frigidaire dealers never miss sales because of an incomplete line—there is Frigidaire equipment for every refrigeration need.
- 5 A profitable product to sell...profitable for the dealer...profitable for his men.
- 6 New low prices on all models.

DAIRE

L O W P R I C E S

ELECTRIC REFRIGERATION NEWS

The Business Newspaper of the Refrigeration Industry

Published Every Week by

BUSINESS NEWS PUBLISHING CO.

550 Maccahees Building, Woodward Ave. and Putnam St.
Detroit, Michigan. Telephones: Columbia 4242-4243-4244

Subscription Rates:

U. S. and Possessions and countries in Pan-American
Postal Union: \$2.00 per year; 3 years for \$5.00

Canada: \$5.00 per year

All Other Countries: \$2.25 per year; two years for \$4.00
Advertising Rates on Request

F. M. COCKRELL, Publisher

GEORGE F. TAUBENECK, Editor

JOHN T. SCHARFER, Engineering Editor

JOHN R. ADAMS, Assistant Editor

PHIL B. REDEKER, Assistant Editor

FREDERICK W. BRACK, Advertising Manager

GEORGE N. CONGDON, Business Manager

Member, Audit Bureau of Circulations

Copyright 1931 by Business News Publishing Co.

VOL. 6, No. 2, SERIAL No. 130, Sept. 16, 1931

Editorial Aims of the News

To encourage the development of the art.

To promote ethical practices in the business.

To foster friendly relations throughout the industry.

To provide a clearing house for new methods and ideas.

To broadcast the technical, commercial and personal news of the field.

Cold Weather Selling

A GOOD salesman generally feels quite sure of himself. He wouldn't be a good salesman if he didn't have confidence in both his product and his own ability to tell a convincing story.

A corollary of this truth is the fact that the crackerjack specialty salesman sometimes doesn't take kindly to "canned patter," to the sales arguments dished out to him by sales managers and supervisors.

Some of these prima donnas disdain facts and figures, and rely entirely on their charm, their eloquence, and their winning manner. No memorized manuals for them! This season, however, many of the highly independent stars of the selling firmament are beginning to look into the prepared approaches and arguments which their home offices are sponsoring.

Facts and Figures

One reason is that they have learned by experience that their personal magnetism is not so compelling in cold-weather months. On the other hand, they have witnessed, possibly with some alarm, that sales are being made this fall—particularly by newcomers who have digested the sales manual, and by representatives of makes which weren't even in the competitive picture heretofore, men who haven't been told that it couldn't be done.

Furthermore, they are learning that in these days people want facts and figures before they buy anything that amounts to a considerable investment. And in the prepared selling talks which have issued forth from headquarters, ways and means are presented of selling prospects this fall on the basis of figures which prove that "you can't afford to wait till spring."

Average Temperatures

One of the first arguments which is being trotted out this season is an old one—so old that many salesmen are liable to dismiss it with a "yeah, we tried that one last year." It's the statement of the United States Weather Bureau that, on the average, less than 19 days of the year provide an outside temperature of 32° to 50°, good refrigeration temperatures.

Those who have been economizing on refrigeration in the winter are being told more frequently and assiduously than ever the "less than 20 days" story this year. And with it is coupled the statement of the United States Department of Health that the death rate is highest in the four winter months, beginning with December.

Health Protection

A single doctor bill, caused—as are so many doctor bills—by tainted food, might easily pay for a new electric refrigerator. Spoiled food for just one meal can make a whole family sick. And wise heads of families are seeing the point that it's poor economy to take a chance.

A further argument of this nature is that housewives who own electric refrigerators need do their marketing only on "nice days." Instead of exposing themselves to colds and other ailments caused by tramping around in the slush and faring forth when the mercury is out of sight, the purchasing agent of the home can select days of good weather, purchase in quantities, and again prevent a possible doctor's visit, or at least the annoyance and needless expense of a temporary incapacitation or of impaired efficiency.

Food Savings

The sales arguments about actual savings in dollars and cents effected by electric refrigeration through economies in preventable food losses and in quantity purchases are good the year 'round.

Many salesmen are coming to realize, however, that these arguments are particularly apt in fall and winter. We eat more food during cold months. We entertain more. We dine out less. We find it more difficult to get food on short notice for emergencies, such as unexpected guests. Plans are more likely to be interrupted, because of such occurrences as heavy snowfalls, and the times when the housewife is told that someone "can't get home to dinner tonight" become more frequent.

All these factors increase the possibility of waste from left-overs. If the salesman has been quoting the conservative figure of five cents per meal lost because of wasted food, he can now boost it to seven or eight cents—which, when piled up through all the cold-weather months, reaches an impressive total.

Buying Economies

Moreover, the savings which can be effected through quantity purchases become more significant in winter, with its increased entertainment schedules, its greater number of emergencies, and its larger consumption of food. Quantity purchases of "Saturday special" bargains, of three-for-a-quarter offers, of larger cans (which can be opened, partly used, and the remainder kept for several days), and of "clean-out" sales can bring savings of many dollars monthly.

In fact, the star salesman can often take the housewife's own estimates on the amounts she could save by quantity purchases and by eliminating food spoilage and show her how she can save the price of her monthly installment.

And since the cost of the current consumed by an electric refrigerator is much less than the cost of the ice she would normally use, she would actually *make money* by installing an electric refrigerator. Moreover, after the last installment is paid, the refrigerator will go on *earning dividends*.

From the standpoints of economy and health protection, no family can afford to be without an electric refrigerator in winter. And the alert salesmen of today are losing no chance to drive this fact home as often as they can. And the results are showing in the record sales totals which are being chalked up in months which previously have not belonged to the selling season.

GLEANINGS FROM RECENT PERIODICALS

ELECTRICAL refrigeration has resisted the economic depression in a remarkable way. Sales for 1930 exceeded those of the previous year by a hundred thousand units. Now the National Electric Light Association, cooperating with all the leading manufacturers, is carrying on an advertising and sales campaign which is expected to result in the sale of a million refrigerators, household and commercial, in 1931. The youngest member of the electrical-equipment family is doing better than its seniors. A statement by the National Association of Credit Men shows that the new industry has not wrecked the ice business, though it has made some inroads in the domestic field.—*World's Work* for September.

Notice to Manufacturers

Questionnaires are being mailed to all companies known to this publication as producers of refrigeration equipment, accessories, parts, materials and supplies in order to revise our records in preparation for the annual REFRIGERATION DIRECTORY.

The 1932 REFRIGERATION DIRECTORY will be published in book form of convenient size, approximately 6 by 9 inches.

The plan provides for listing all companies three ways: alphabetically, geographically and by classification of product. There will also be an index of trade names, statistical data and other valuable information.

In addition to the manufacturers of refrigeration equipment, companies making related products and companion merchandise, now being sold by electric refrigeration dealers, will be listed.

Store equipment, advertising and sales services and other buying information useful to refrigeration manufacturers,

distributors and dealers will also be included.

No expense is being spared to make this book the most complete buyer's guide ever compiled for this industry. Our aim is to make it useful and secure the widest possible distribution.

A new department has been set up to handle the details of compiling data. Manufacturers are earnestly requested to give the fullest cooperation to the Directory Department in order to insure accuracy and completeness of the list.

The advertising rates will be low, so that all concerns interested in securing business in this field may present a complete description of their products to prospective buyers.

Manufacturers not previously listed, or who do not receive a Directory questionnaire, are invited to send in full information at once.

F. M. COCKRELL,
Publisher.

Letters From Readers

Food Paper Good

Plymouth Body Works,

Plymouth, Ind.

Sept. 14, 1931.

Editor:

Having read with much interest your first issue of REFRIGERATED FOOD NEWS, which was forwarded to me here from my home in Plymouth, Ind., I hasten to congratulate you upon this increased service to all industries interested in the preservation and refrigeration, as well as distribution and transportation, of food.

The returns should be well worth the effort required, and I am sure everyone interested in these new developments will welcome this broadened activity.

The development of frozen foods is the beginning of that era of food distribution which will eventually lead to absolute scientific control of bodily intake regulated and prescribed by our keeper.

In the meantime we poor engineers are having a lot of fun trying to provide transportation equipment to keep pace with all the other developments.

You have a great paper—it is a great game—so we all ought to be happy in our own little way.

P. B. MOORE,
Sales and Factory Manager.

Likes Monthly Edition

Birdseye Packing Co.

Boston, Mass.

Sept. 11, 1931.

Editor:

We acknowledge your letter of the 8th, and also the several copies of the new paper, REFRIGERATED FOOD NEWS, which we have received this week.

The new paper interested us very much, and we wish you every bit of success in the future editions.

H. F. LOCHRIE,
Advertising Manager.

Wants Dairy Issue

Brawley-Atkinson Motor Co.

Greenville, S. C.

Sept. 8, 1931

Editor:

The writer has been a subscriber to ELECTRIC REFRIGERATION NEWS for many years and has found it an extremely interesting publication.

Your new publication, REFRIGERATED FOOD NEWS, is certainly going to be a very popular and instructive publication. Let me congratulate you on your new venture.

I note that especial attention will be given in the October issue of REFRIGERATED FOOD NEWS on the application of refrigeration to dairy products. I would like to enter order now for fifty (50) of this issue to distribute to the various dairies throughout our territory.

FRED H. SIDES,
Sales Manager, Frigidaire Div.

New Plans Interesting

All-American Mohawk Corp.

North Tonawanda, N. Y.

Sept. 12, 1931.

Editor:

I note with interest your new plans in regard to publishing the ELECTRIC REFRIGERATION NEWS every week henceforth. I think this is a good move on your part.

J. H. WIMBERLY JR.,
Advertising Manager.

Fills Vacant Place

Polar Products, Inc.,

Atlanta, Ga.

Sept. 9, 1931.

Editor:

We received the first issue of the REFRIGERATED FOOD NEWS and think this is a splendid publication. It certainly fills a vacant place in the frozen food industry.

We trust that you will continue this publication and we will be glad to assist you by contributing such articles as we think may be of interest to the frozen food industry.

R. V. GRAYSON.

A Home Service View

General Electric Co.,

Electric Refrigeration Dept.

Cleveland, Ohio

Sept. 11, 1931.

Editor:

Thank you for the copies of REFRIGERATED FOOD NEWS which were sent to me. I think the paper is an excellent one.

I am sending the copies of the paper out to different girls and will ask their comments on it.

EDWINA NOLAN,
Home Service Department,
Merchandising Division.

A Bold Move

Servel Sales, Inc.,

Evansville, Ind.

Sept. 14, 1931.

Advertising Manager:

I have just written George Taubeneck congratulating him on the bold and splendid move that your publication is making, expressing my confidence in the ability of your organization to put across the job.

W. PAUL JONES,
Manager, Advertising and
Sales Promotion.

Good News

Westinghouse Electric & Mfg. Co.,

Mansfield, Ohio

Sept. 14, 1931.

Advertising Manager:

I am very glad indeed to learn that the ELECTRIC REFRIGERATION NEWS will be issued weekly. I feel sure that our Advertising Department will be interested in taking advantage of this additional circulation.

CARL D. TAYLOR,
Ass't Sales Mgr.,
Merchandising Dept.

Editorial Content

Grenell Advertising Agency,

Detroit, Mich.

Sept. 14, 1931.

Editor:

Certainly admire the editorial content and strides of your publications.

F. T. GRENELL.

Wider Range

Kelvinator Corporation,

Detroit, Mich.

Sept. 14, 1931.

Advertising Manager:

It seems altogether likely that the appearance of the ELECTRIC REFRIGERATION NEWS will be very welcome to those interested in electric refrigeration and will give you an opportunity of not covering a wider range, but of passing out the news while it is still news.

A. M. TAYLOR,
Director of Advertising.

IDEAS AND IMPRESSIONS • COMMENT • VIEWS AND EXPERIENCES

By F. M. COCKRELL

Draftsmen Wanted

Harry Hayes, consulting engineer for Norge Corp., reports that draftsmen are getting scarce. "Last year," he says, "they were plentiful."

Recently a number of men, whose applications were on file at the Norge plant, were called on the telephone, but all had secured jobs.

The Norge people were rather surprised at the difficulty encountered in locating two good men for the positions open.

Harry interprets this as a straw which indicates the way the wind is blowing. He says:

"You know draftsmen are among the first to be laid off when business is slack. Executives who are faced with the task of reducing expenses decide to postpone new developments and that hits the drafting department."

"After a time, if the demand for the standard product of the factory fails to pick up, the executives begin to think in terms of something NEW to make and sell."

"They see a chance to get some business by developing new products, or redesigning the old line, and that brings the draftsmen back on the job."

homes and railroad trains. Development of this field is only in its initial stages, with a tremendous potential market ahead for it.

"Already, the copper and brass research foundation says, upwards of 3,000,000 lbs. of copper were used annually in this work, assuring a fertile future outlet to an important national resource presently in low estate."

"The foundation adds there are about 3,250 plants in some 200 industries equipped with modern air conditioning apparatus. In the field of human comfort there are more than 400 buildings in which are installed large central station systems."

"The number of unit conditioners and smaller systems for individual offices and homes have reached several thousand. Smaller air washers and humidifiers operating either independently or in conjunction with furnaces are estimated in excess of 25,000."

"About 300 theaters are already equipped with air conditioning apparatus, the foundation explained with 2,500 additional deemed sufficiently large to warrant installation of the device."

"From 75 to 100 retail stores have refrigeration, and the Baltimore & Ohio Railroad has several completely air-cooled trains."

"A combination of these improvements, including new products to meet consumer needs better, with the develop-

ment part in the next big cycle of prosperity, which is now getting under way."

The electric refrigeration industry will do its part to relieve the monotony of production."

Automobile Sales

It has not been long since electric refrigeration men had the habit of pointing to the automobile industry as an example to follow.

Rash optimists occasionally predicted that some day the electric refrigeration sales volume would equal the automobile.

Others shook their heads and called attention to the fact that the refrigerator does not run around the streets and get smashed up—that the big difference between the two markets is in the replacement of business.

It was also pointed out that you had to create a demand for electric refrigerators, while everybody wanted a car.

Refrigerator Boys

Now behold the full-page advertisement of the Chicago Tribune in the Detroit Free Press. The message is directed at Detroit automobile manufacturers. It says:

"Look at what the refrigerator boys are doing."

Business men generally have been looking at the refrigerator boys.

A very large number have decided that the business looks good and they want to get in on it.

Manufacturers had been analyzing the field, studying the possibilities for adapting their machinery and raw materials, their engineering talent and available labor, to the production of a refrigeration system or some essential part of it.

Distributors of dormant lines, tired of waiting for general business recovery, are looking to electric refrigeration as an outlet for their sales organizations and distributing facilities.

Dealers in all kinds of commodities, sensing the popularity of electric refrigeration, want to get a share of the business.

This condition probably accounts, in some measure, for the rapid rise, during the past year, of several of the younger electric refrigeration manufacturers.

The record being made by these relatively new, and previously small, companies is the startling development of the current year.

They have either been fortunate in securing very competent sales management, or it has been unusually easy to line up new dealers.

It is no reflection on the intelligent effort of these field sales organizations to observe there has been a real demand for dealerships.

The manufacturers deserve full credit for their business sagacity in seeing the opportunity and taking advantage of it.

It will do no harm, and it may do some good, to sound a note of warning regarding next year. It may be possible to continue the expansion of dealer organizations and repeat the record and, again, it may not.

New Dealers

It may be well to reckon with the quality of the new dealers secured this year. No doubt the list includes the following:

(1) Dealers who have no idea of the intensive sales effort which successful electric refrigeration men have been putting into the job. They simply know that the public is buying units and assume that a share of the business may be obtained by putting a few models in stock.

(2) Dealers who under-estimate the value of well-advertised trade names and who suppose one unit may be sold as easily as another, since they all look very much alike.

(3) Dealers who have no preparation or training to discuss intelligently the service of refrigeration and the proper uses of the equipment with the housewife—who do not realize that a large number of the prospects have been pretty well educated through the repeated calls of house-to-house salesmen.

(4) Dealers who figure that a low-price appeal alone will be sufficient to swing buyers, or who cut prices with the idea that they will do so only until they "get started."

Other types and varieties of inadequately prepared dealers may be added to the list. In every case there is danger that the poorly trained dealer may be disappointing.

If the dealer fails to dispose of his stock he will not be so eager to re-order and, furthermore, the local reputation of the unit will suffer.

One important answer to the problem is continued dealer education.



LOOK AT WHAT THE REFRIGERATOR BOYS ARE DOING!

—and they learned it from you

Sales of mechanical refrigerators are soaring in the Chicago market. Advertising in the Chicago Tribune, X-100, concentrated YOUR efforts in the Sunday Tribune.

Records are being made and broken. 1931 is way ahead of 1930. How are they doing it? Think it over, automobile manufacturers.

Advertisement of Chicago Tribune in Detroit Free Press, September 9, 1931.

Intensive Research

Evidence that the incident is significant is given in an Associated Press dispatch from Washington, published recently in the Detroit News. It says:

"Development of new industries may carry the greatest possibilities for the future economic life of the United States."

"Industrial research for these new industries has been carried on at a pace never before known in the country since the depression set in, with the result that many new products and improved methods have come to the front, which promise beneficial and revolutionary effect."

"Nor has this research centered on individual industries. Rather, it has been carried on in many small lines, instead of founded on a few major branches."

The New Prosperity

The article goes on to list new products and applications which are beginning to be recognized as the foundation stones on which the new prosperity will be built. Here they are:

Television.
Pipe line transportation.
Aviation.
Frozen foods.
Mechanical refrigeration.
Air conditioning.

The press article mentions television, pipe line transportation and aviation in three sentences and then devotes the remainder of the article to applications of refrigeration as follows:

"Mechanical refrigeration has just started, and has opened up an enormous field in the manufacture of 'weather' for stores, theaters, apartment houses,

ment of existing methods and products and industries, promises to help commerce overcome successfully its many present obstacles."

Kettering's Ideas

The reasoning in the newspaper article and the list of prosperity builders reminds me of an editorial which appeared in ELECTRIC REFRIGERATION NEWS nearly seven months ago (Feb. 25, 1931).

The editorial, in turn, commented on ideas advanced by C. F. Kettering, General Motors research genius, some time previously. Mr. Kettering had offered "production monotony" as a better term than "over-production," in explaining the causes of the slump.

The final paragraphs of the editorial entitled "Relieving Monotony," read as follows:

Stimulating Desires

"Now what about the depression? Well, for one thing, a lot of people have gone back to work. More accurately, they have gone back to thinking, and thinking hard."

"They are looking for new ways to make money. They are devising new things and services to sell to the public."

"These thinkers will employ a lot of people who are not so good at thinking, but who are very anxious to work and make new things to sell to the public."

"What does the public need? Easy question. For instance, the public needs a great many airplanes—and airplanes ought to be 'ripe' for quantity production pretty soon."

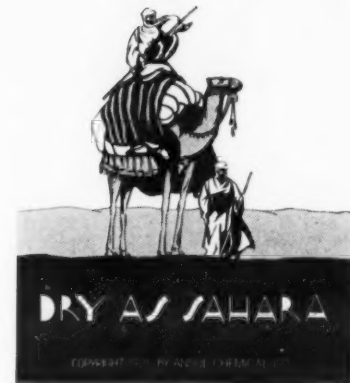
"Also the public wants a lot of television sets—several million of them."

"But the desires of those who have money must be stimulated. New things, high-priced luxuries, must be dangled before the eyes of the upper layers of buying power."

"The electric refrigeration industry has been doing its part of the job."

"Also it is working on new things which will undoubtedly play an import-

ANSUL Sulphur Dioxide



ANHYDROUS SULPHUR DIOXIDE

ANSUL CHEMICAL COMPANY
MARINETTE • WISCONSIN

Selling the Market for Commercial Equipment

October REFRIGERATED FOOD NEWS to Feature Dairy Products and Ice Cream Applications

REFRIGERATED FOOD NEWS, published every month, provides an effective sales promotional medium for every concern selling commercial refrigeration. Each issue presents news of food producers, food merchants and food service establishments which are profiting by the use of modern refrigeration equipment. Each issue tells of developments in the application of refrigeration to all kinds of foods and beverages.

Following the announcement that the refrigeration of dairy products would be featured in the October issue of REFRIGERATED FOOD NEWS, one sales manager of a refrigeration selling organization has just written:

"Your new publication, REFRIGERATED FOOD NEWS, is certainly going to be a very popular and instructive publication. Let me congratulate you on your new venture."

"I note that special attention will be given in the October issue of REFRIGERATED FOOD NEWS to the application of refrigeration of dairy products. I would like to enter order now for 50 of this issue to distribute to the various dairies throughout our territory."

This sales manager is on the job. He knows that he will stimulate the interest of his prospects by bringing them valuable news and information.

You—as a dealer or salesman—will benefit by seeing that REFRIGERATED FOOD NEWS reaches your prospects. Arrange now to see that they receive REFRIGERATED FOOD NEWS regularly. You may obtain copies in bulk for distribution or order the papers mailed direct to your prospects.

Order for REFRIGERATED FOOD NEWS

Refrigerated Food News,
550 Maccabees Bldg., Detroit, Mich.

Please send.....copies of REFRIGERATED FOOD NEWS for..... months to names listed on attached sheet.
(10c per single copy or \$1.00 per year).

☐ Check. ☐ P. O. Order. ☐ Cash enclosed.

Company.....

Attention of.....

Address.....

Current Events of Interest in Refrigeration Field

G. E. Distributor Opens Display Rooms



Glueck & Co., General Electric distributor at Kansas City, opened a new showroom for electric refrigerators recently.

New Store Occupied by Southern Firm



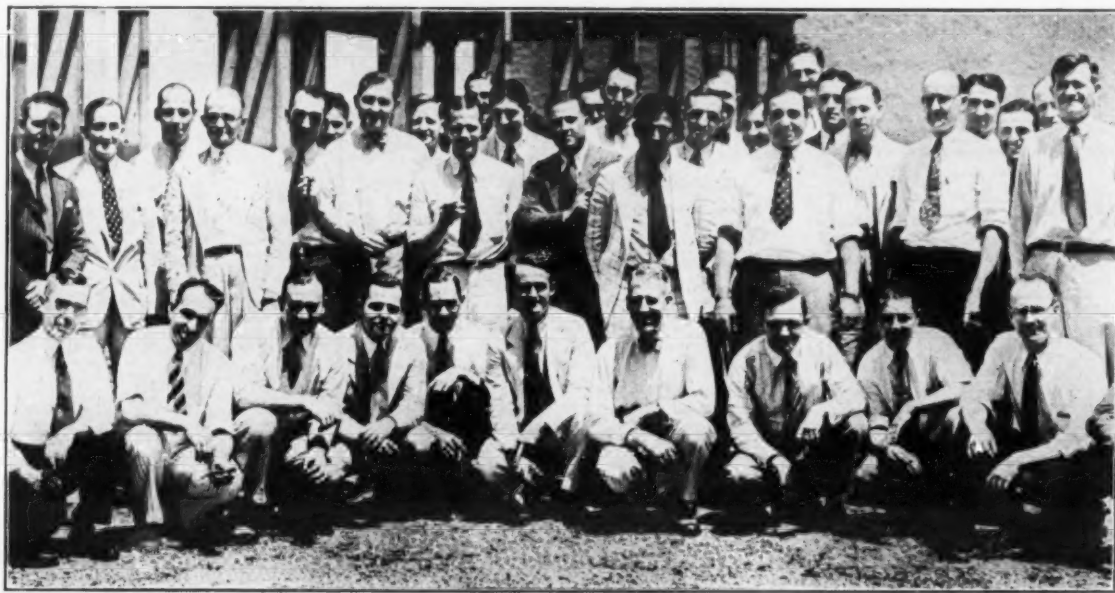
Clark & Jones Piano Co., Kelvinator distributor at Birmingham, Ala., celebrates its thirty-third anniversary with the opening of a new store.

Contest Leader



R. N. Snyder, Hempstead, L. I., is the Westinghouse contest leader.

Frigidaire Salesmen Celebrate Jubilee



Frigidaire salesmen from the New Orleans districts celebrated the end of the jubilee contest recently with a banquet at the Hotel Bienville.

In Second Place



A. Black, New York, is in second place in the Westinghouse drive.

Majestic Dealers See New Models at Peirce-Phelps Meeting



Dealers of Peirce-Phelps, Inc., Philadelphia distributor of Majestic refrigerators and radios, were introduced to new models in a recent meeting. W. G. Peirce, Jr., assistant to the general manager of Grigsby-Grunow Co., was among the speakers. The models were brought out separately on a long runway.

Little Stories of Interesting
PEOPLE
In the Refrigeration Industry

THE EXPANSION VALVE

By George F. Taubeneck

Little Stories of Interesting
IDEAS
In the Refrigeration Industry

Scoop!

In the parlance of newspaper men, an exclusive story is a "scoop."

And just in case you've never seen a "scoop" to recognize it, we're giving you not one, but two "scoops" in this column.

Biographical sketches of Louis Ruthenburg, president of Copeland Products, Inc., and P. B. Zimmerman, manager of the electric refrigeration department of the General Electric Co., are the "scoops" of which we're so proud.

Both gentlemen being of unusually modest nature, the task of getting these stories was not so easy. Yea, and verily.

But here they are, and we hope you like 'em.

Boswellian Method

In our humble and sometimes cross-eyed opinion, the finest biography ever written was the work of an old German by the name of Eckermann, who spent the major part of his life preparing "Conversations with Goethe."

A formal biography this work is not. But it presents a clearer picture of the Deutschland's greatest literary genius than any chronological record and philosophical analysis could possibly do.

Instead of recording what Goethe did (which would have been the thing to do in the case of Bismarck or Napoleon; Goethe, however, was a thinker), Eckermann set down what Goethe said. In other words, he wrote a mental biography.

Literary critics would raise eyebrows en masse at the Valve's notion that Eckermann's "Conversations with Goethe" ranks above all other biographies.

To question the superiority of Boswell's "Life of Johnson" is like questioning the Divine Right of Shakespeare.

Happily, however, we can use either Boswell or Eckermann as models for the informal little sketch we are about to attempt (honest, we'll get to the point in a paragraph or two).

In fact, the portrayal of a man by quoting his ideas rather than by marshalling a procession of facts and dates is so universally linked with Boswell's "Life of Johnson" that it is called "the Boswellian Method."

Imagination

Perhaps at first thought the Boswellian method might be considered inept for telling the story of Louis Ruthenburg, president of Copeland Products, Inc.

Mr. Ruthenburg is a man of action. He has had a career of steady development and achievement. He is, above all else, fact-minded. One does not associate imagination with a man of his type.

Yet we don't see how a picture of the man can be painted without putting in a few touches of the colorful thinking which is so much a part of Mr. Ruthenburg's personality.

Notwithstanding the undeniable evidence of his effective labors as a production manager, and of his indefatigable efforts to excavate facts and figures, we are inclined to credit his imagination with being the most important factor in his make-up.

After all, one must know where to look when one is seeking facts, and must know how to evaluate them after they are obtained. And one can't do either without imagination.

One Side of the Moon

Speaking of biographies, for instance, Mr. Ruthenburg quarrels with the "constructive" method of modern biographers of industrial and financial leaders.

Just as we see but one side of the moon, so do we see only one side of the captains of commerce and the giants of industry.

Morgan, for instance, is made out to be a superman. We do not hear about the millions of dollars he tossed away on worthless securities.

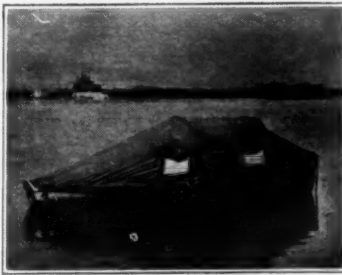
We learn more by reading about the mistakes of others, Mr. Ruthenburg believes, than by hearing about their strokes of genius.

Recognizing the mistakes, we can avoid them. Recognizing the genius, we can't do much about it except sigh.

Particularly irked is Mr. Ruthenburg by the rationalization process with which biographers are able to credit every piece of good fortune to deliberate planning and foresight.

Often, he is inclined to think, "master

On the Water



The "Minnemo" at bed-time.

strokes" are likely to be happy combinations of circumstances, or sheer luck, rather than the results of inspiration.

What He Reads

You might surmise that Mr. Ruthenburg reads a great many biographies. You are right. He does.

He is not satisfied when he has read one life story of a man, but reads other interpretations until he feels he has the complete story.

A generation must pass, he believes, before a true perspective can be gained on any man. And perspective is what Mr. Ruthenburg is seeking most of all in his biographical studies.

What else does he read? Trade papers, newspapers, financial journals. He likes to keep abreast of the times, and particularly of the thinking which is being done today.

The Copeland president likes the newspaper style of ELECTRIC REFRIGERATION NEWS—thinks it matches the tempo of the industry.

Newspaper Men and Accountants

And while we're on the subject of newspapers, we might mention that he thinks all accountants should have newspaper training!

The newspaper man is taught the same lesson driven home to the athlete: speed is of prime importance. He must get the information to the reader while it is still news.

Accountants, Mr. Ruthenburg maintains, haven't a sense of news value. By the time they get their information to an executive, it's too late to do anything about it—or else the facts they reveal have already been deduced from other sources.

Industrial Education

Of all the things which interest Mr. Ruthenburg, none is more engrossing than industrial education.

He is convinced that the fundamental characteristics of leadership can be studied, practiced, and acquired.

He is also impressed with the fact that whereas the chief business of a foreman is dealing with people, his training usually has been entirely concerned with tools and machines.

It is essential, of course, that the foreman of a punch press department be a first-class operator of a punch press. And he usually is.

But it is also necessary that he know a good deal about psychology and human relationships.

"In the final analysis," declares Copeland's leader, "profit and loss statements, sales volume, reputation of the product, and the entire growth and permanence of a business or of an industry are simply products of the human equation. It is pretty obvious that human relationships represent an important branch of management knowledge.

"We have to keep selling ideas and things to people. The modern boss doesn't simply write an order and expect everyone to follow it.

"He gets the gang together and sells them his idea, and it is only when his gang is pretty thoroughly sold on the idea that the order is put into effect.

"The reason we have so much badly balanced management is because most managers have spent a lot of years being trained in only one kind of knowledge. Naturally they think the other phases are unimportant.

"The highly trained technician usually hasn't much patience with people. People do not seem to react to definite formulae and rules of practice like his tool steel.

"The same thing is true of the man whose initial training has been in money relationships.

"A balanced perception of money matters and human relationships must be acquired in addition to the knowledge of the technical elements

of a managerial job, if a man wants to succeed as an executive," he concludes.

An Early Start

Although Mr. Ruthenburg's earliest training was technical, he was thrown into almost violent contact with men in a managerial capacity at the beginning of his career. He got his ideas straight then.

At a tender age he was placed in charge of some 3,500 men at the Dayton Engineering Laboratories Co. (the old Delco outfit). In 1916 there was a strike.

It was finally settled amicably, but Mr. Ruthenburg wasn't satisfied until he had delved down to the very roots of the disturbance.

He found that, many years before, the shop management had been at fault in its gruff handling of some minor difficulties with employees. At once he initiated educational work among foremen—work which is still being carried on at Delco.

In 1924 he was asked by the Metal Trades Association to head its committee on industrial education, and in 1927 he was called into consultation by the General Motors Institute of Technology to assist in the development of its foremen training activities.

Kettering and Habit

The most fortunate thing that ever happened in the business career of Copeland's president, he believes, was his association with Charles Kettering at Delco.

Mr. Kettering, as everybody knows, is a man of remarkable imagination. His approach to problems is extraordinarily direct; he goes very simply and quickly to the heart of whatever he tackles.

It would be difficult to work closely with a man like Mr. Kettering for 10 years—as Mr. Ruthenburg did—and not absorb some of his technique and adopt some of his habits.

From this association, Mr. Ruthenburg derived his habit of digging for facts, his habit of logical thought and possibly some of his imaginative propensities.

He was successively chief inspector, assistant general superintendent, general superintendent, and member of the executive committee during that period.

A great many things about Mr. Ruthenburg are explained by his association with Mr. Kettering.

In 1922 he joined Mr. Kettering at the General Motors Research Labora-

'The Mate'



Mrs. Ruthenburg, "the mate," cooks an open-air meal.

tory to help put new General Motors products in shape for production.

After a period as general manager of the Yellow Sleeve Valve Engine Works at East Moline, Ill., where he went in 1923, he returned to the General Motors Corp. when the latter absorbed the Hertz manufacturing interests.

"I was taken over along with the other liabilities," laughs Mr. Ruthenburg.

After his election to the vice presidency and assistant general management of the General Motors Truck Corp., he was assigned to the building of that company's \$8,000,000 plant at Pontiac. He designed it and supervised its construction.

He Joins Copeland

In 1929 he joined Copeland as president and general manager.

In that year, Copeland took over the operation of two branches in Chicago and Detroit, moved into a new plant in Mt. Clemens, and completely redesigned the household and commercial lines. And showed a profit for the year.

All of which kept the newly elected Copeland president rather busy.

Preamble to a Life

Mr. Ruthenburg will tell you that most of his habits and methods of approach and attack were developed after he left school.

The much-discussed Dr. Watson, whose behavioristic psychology has so excited modern thought, would retort that Mr. Ruthenburg doesn't know what he is talking about.

One's characteristics are determined in the first years of life; en-

vironment is everything; circumstantial accidents in youth shape careers—these are the dictums of the former Johns-Hopkins experimental psychologist.

And just in case there may be a grain of truth in what Dr. Watson says, we'll examine what we know about Mr. Ruthenburg's early days.

Born in Louisville, Kentucky, he lived there until he was five years old, when his family moved across the Ohio river to New Albany, Indiana.

In New Albany he spent his school-age days, getting the conventional American public school education, from first grade through high school.

The first job he ever had was that of chauffeur on a vegetable huckster's wagon. He was just 13 then, and he was paid 20 cents cash at the end of each day.

His next vacation job was with a florist. He now rated an income of two dollars and a half a week.

The next Summer brought him still another raise. The American Machine Co. in Louisville, Ky., gave him three dollars a week!

The shop opened at seven o'clock in the morning. Young Ruthenburg continued to live in New Albany, although it meant half an hour street car ride and a mile walk at each end of the car line to and from work.

He had always had a great liking for mechanical and electrical devices, and planned to become an electrical engineer.

That Summer with the American Machine Co., however, cured him of his electrical ideas.

His job there consisted of rubbing generator frames with pumice stone, taping armature coils, drilling steel castings with a ratchet drill.

He decided then and there that it would be more fun to become a mechanical engineer.

Purdue, London

With this in mind, he matriculated at Purdue university, Lafayette, Ind., and spent two years at this engineering school.

An old friend who had been a high school teacher at New Albany was then manufacturing parts for steam automobiles. To him, in 1907, Mr. Ruthenburg went for a job.

"It was rather a small affair," says the Copeland executive, "and when he interviewed me, he asked if I could handle correspondence, do machine shop work, heat treating, designing, and drawing.

"By stretching my conscience considerably, I answered all those questions in the affirmative.

"Evidently not satisfied with all these qualifications, he asked me if I could keep books. This was too much. I told him I couldn't and, what was more, didn't want to learn."

P. S. He got the job.

Mr. Ruthenburg found the work so interesting that he did not return to Purdue. After spending two years there, he joined an uncle in London, England, to help in the development of electric furnace processes.

Returning to America after a year in England, he established himself in Louisville as a consulting engineer.

Shortly thereafter he became chief engineer and superintendent of the electric vehicle department of the Kentucky Wagon Works. He was there until 1912, when he joined Mr. Kettering at Delco.

A quiet career it was—and a quiet man Mr. Ruthenburg is. Nothing spectacular about him, except his imagination.

Today you will find him in a simple, glass-enclosed office whence he can be seen by the whole office force, and from which he can see his lieutenants, corporals, and privates.

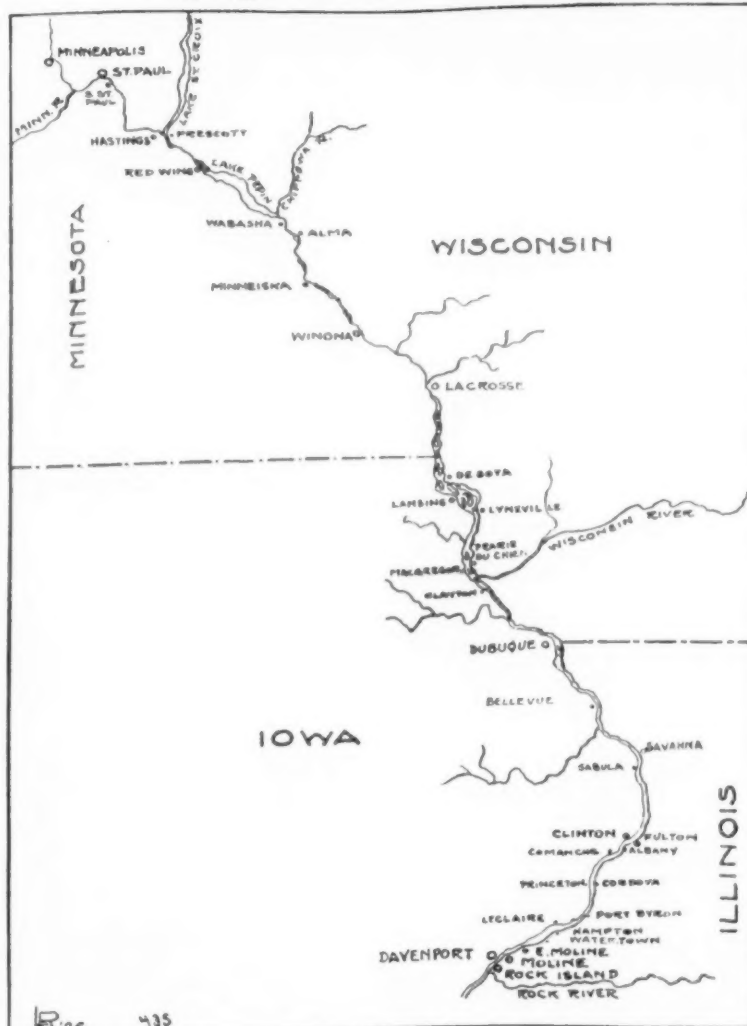
He will be wearing a blue shirt and a blue knitted tie, and probably his sleeves will be rolled, showing powerful arms.

Compressed lips and a direct manner, a heavy head with sparse hair, a resonant voice which runs on an even keel—these complete the outline.

His energy, which he undoubtedly has (or else how could we explain

(Concluded on Page 14, Column 1)

Voyage of the 'Minnemo'



Map of the route covered by Mr. Ruthenburg and his wife in an outboard motor boat.

Little Stories of Interesting
PEOPLE
In the Refrigeration Industry

(Concluded from Page 13, Column 5)
his steady rise from the ranks?), is well in control.

Always calm, cool, self-possessed, he gives the impression of having wells of reserve power.

At Home Out-of-doors

A love of outdoor sports, particularly aquatic varieties, was inculcated into him during high school days by a principal of the New Albany high school, who had been a distinguished athlete at Harvard.

Ruthenburg played tackle on the football team, and enjoyed it. Most fun, however, was rowing in the swift current of the Ohio river just below the Ohio Falls.

He still loves to fish, and has caught a great many bass and muskellunge this Summer.

He is actively interested in the Izaak Walton League, and helped that organization in its fight to save the Winnebago (nationally known hunting and fishing area of the Mississippi river bottom midway between LaCrosse, Wis., and McGregor, Iowa) from a drainage project which would have destroyed one of the greatest refuges of wild life of all kinds.

His liking for boating cropped up in 1927, when he went on a remarkable cruise down the Mississippi river from Minneapolis to Moline, Ill., in an out-board motor boat. Mrs. Ruthenburg, "the mate," went with him.

A detailed and charmingly written log of the trip was kept, and a great many photographs were taken en route. The result makes a delightful book, which Mr. Ruthenburg will take pleasure in showing you if you ask him about it.

Family of Five

"The mate," incidentally, was met and wooed while she was teaching high school in New Albany, and while Mr. Ruthenburg was with the Kentucky Wagon Works in Louisville. Her name was Katherine Bates Singleton.

They have two boys and a girl. The two boys are now in their early teens.

While their father tries to break 100, these lads are striving earnestly to break 60 for nine holes. Together, they have lots of fun.

Dynamics and Depression

To keep this from running into a chronology, we're going to hasten back to some of Mr. Ruthenburg's ideas. There's the time, for instance, he heard a man say:

"Why should we have a depression? Look at the money in the banks. Savings accounts are increasing. There's lots of gold, and look at the supply of commodities! Prices are lower than they've been in 20 years. What's the answer?"

Replied Mr. Ruthenburg:
"If I should take you down to the railroad yard and pick out a stationary locomotive and say, 'Look, there's an engine that yesterday pulled the Detroit from here to New York City in 14 hours. It weighs as much as it did yesterday. Why isn't it going any place?'"

"It seems to me that your statistics about wealth represent simply a mass figure like the weight of that locomotive."

"Wealth in motion is a measure of prosperity just as mass times velocity squared is a measure of work done by that locomotive."

"Giving you the weight of a locomotive doesn't give you any knowledge of its ability to go places, and your telling me about the mass only of a nation's wealth means nothing as a measure of prosperity."

"Your mass of wealth has lost velocity, and if it continues to lose velocity, you can have many times as much static wealth, and it won't mean anything as far as prosperity is concerned."

"There is a certain formula in dynamics which deals with the vibrations of a spring in its return to a state of rest after it has been released from stress."

"An understanding of this principle will shed a lot of light upon the current world depression, the boom of 1923-29, the depression of 1920-21, and the boom of 1919."

"The whole fabric of the world was tremendously stressed as a result of the world war, and conditions may reasonably be expected to oscillate from abnormal to subnormal until that stress has spent itself, or until the oscillations have been modified by other forces."

THE EXPANSION VALVE

By George F. Taubeneck

Manager Zimmerman at Work



P. B. Zimmerman, manager of the G. E. refrigeration department, is photographed at his desk.

Physics, Gandhi

The Copeland leader likes to talk in terms of physics. He will remind one, for instance, that a substance which recedes before impact will outlast many times a material which resists it.

"Rubber tires will run for many weeks and thousands of miles without appreciable wear. But if you put a pair of hard, steel, anti-skid chains on your tires, the relatively hard steel will be completely worn out in a few miles."

"I have seen soft rubber sand blast nozzles outlive nozzles of chilled iron."

"A friend of mine substituted soft rubber for the hardest manganese iron in centrifugal pump bodies, which were subject to the terrific abrasive action of the sand entrained in water. The soft rubber stood for a year, whereas the hard iron had worn out in a few weeks."

"This physical principle with which we are all so familiar forms the basis, not only of the philosophy of Christ, but it is the Genesis of many other eastern philosophies."

"Witness the present triumph of Mahatma Gandhi of India, who has opposed the aggression of British rule by a simple policy of non-resistance."

This biography—in the Boswellian manner—of Louis Ruthenburg is not completed. Perhaps it never shall be. But whenever we get a chance to hear him talk, we'll add a little more to the story. It's a promise!

Plenty of Fights

Paul Zimmerman, now manager of the refrigeration department of the General Electric Co., is a preacher's son.

The Methodist church, with which his father was affiliated, has a series of regional conferences each year. At these conferences it is decided where each minister is to be sent for the coming year.

Usually the Methodist ministers have not much to say about what cities are to be their pastorates, but they are recompensed for their lack of independence by the knowledge that they will be somewhere, and don't have to worry about it.

One of Mr. Zimmerman's most vivid memories is that of the days when his father would come back from the conferences, and tell his family where they were going to live the following year.

In 12 years they made 10 moves—from Ohio to Colorado.

The first day of school in each new town meant a series of fights for young Paul, and real fights, too.

He had to establish himself as a "regular" by licking half a dozen or so of the best pommelers the school afforded.

Those early days may not have been so pleasant, but he did learn how to fight.

\$5 Per Summer

His summers were spent on the farm of an aunt and uncle, who lived near Tiffin, Ohio.

He sets great store by that experience, and thinks any boy who hasn't known a few of the difficulties and hazards of rotation farming has missed something.

For his summer's work he used

to get his board, plus five dollars. The "hired hands" received \$22.50 per month and their "keep."

Moreover, after the day's labors were done, young Paul had to wash the dishes for his aunt after supper.

At school he learned to fight. On the farm he learned the meaning of toil, and "honest sweat."

Life in the Raw

Poor health caused his father to go to California, but Paul chose to stay in Ohio, and went to Findlay, where he finished high school. It was in 1909 that he received his sheepskin.

Also while in Findlay he did some work for the Ohio Oil Co., which had

'Uncle Abe and David'



Arthur Allen, the "David" of the "Uncle Abe and David" radio team, recently purchased a G. E. refrigerator from Ward Eaton of Gowanda, N. Y., and autographed this picture for him.

Little Stories of Interesting
IDEAS
In the Refrigeration Industry

just established a large central office there.

Heidelberg college at Tiffin attracted him, and he went there to look over the ground.

Inasmuch as his matriculation depended upon his getting a job which would enable him to support himself while pursuing his studies—and he didn't find one—he gave up the idea, and went to Cleveland instead.

After a bit of pavement-pounding, he landed a job as night clerk in a Cleveland hotel.

He had a quick introduction to the ways of a city in that job. Saw life in the raw, in the rough.

"You had to watch yourself pretty closely in a place like that," declares Mr. Zimmerman. "You could go either of two ways, and it wouldn't have been difficult to stray into the unprofitable one."

A Travelling Salesman

In the daytime he went to business school, the Spencerian college in Cleveland, where he became especially interested in advertising and salesmanship.

One of the most interesting features of his job was the chance to talk with the travelling salesmen ("drummers," they were in those days), who made the hotel a port of call.

"That would be the life," he thought. Travel, independence, good pay, experience, erudition.

Through a salesman for the American Tobacco Co., he secured an interview with the regional manager of that concern.

Although he was under the minimum age limit of 21, he got the job. Assigned to him as a territory were Ohio, West Virginia, and Kentucky.

His task was that of introducing a new tobacco, Bagdad. This new tobacco, put up in packages somewhat smaller than the general run, retailed for 10 cents.

Immediately he asked about advertising helps. Curtly came the reply that he couldn't get anything of the kind until he had 90 per cent coverage of his territory.

His job was to get Bagdad into the stores. After that, he might talk about promotion.

An Apple at Night

Mr. Zimmerman succeeded in introducing Bagdad into the stores in his territory by a very simple trick. At night he would open a can of Bagdad, and place an apple in the center.

Next day he would take this can around to the retail merchants of the town who handled tobacco, and ask them to smell it, smoke it, and notice its sweetness.

The trick worked like the proverbial charm. In spite of themselves, the merchants like it.

After collecting several small orders from these retailers, Mr. Zimmerman would take these orders to the nearest jobber, who would have to stock Bagdad in order to fill the orders.

An inexorable rule of the American Tobacco Co. was that every salesman for that firm had to sell 10 orders a day. If he didn't, he was fired.

Stacking orders (saving extras for the next day) was not permitted. Salesmen were fired for that, too.

Moreover, Mr. Zimmerman learned that detectives from the Pinkerton agency were hired to check up on the honesty of American tobacco salesmen.

He didn't care much for that idea, and resolved that he wouldn't stay with the company a great deal longer.

He knew he was to be a regular, had "made good," when he was given a number. That meant that a certain book-keeper had been assigned to him.

Never did he meet anyone from the home office. The only official in the organization he had met was the regional manager who hired him!

Competition for Five Brothers

One day while working in Cincinnati, he was ordered to go to Youngstown, Ohio. Competition had arisen down there, and Zimmerman was sent to lick it.

Five Brothers tobacco was the leader in the American Tobacco Co. line then

(Concluded on Page 15, Column 1)

Little Stories of Interesting
PEOPLE
In the Refrigeration Industry

THE EXPANSION VALVE

By George F. Taubeneck

Yeronner, He Procastinates!

Little Stories of Interesting
IDEAS
In the Refrigeration Industry

(Concluded from Page 14, Column 5)

Carload lots of 10-cent bags were shipped into Youngstown.

Came then the Penn Tobacco Co. of Wilkesbarre, Pa., an independent which set out to compete with Five Brothers by offering an eight-cent sack of tobacco.

American Tobacco met the challenge by putting Five Brothers tobacco into sacks labelled "Our Boys," and selling them for eight cents each.

Now began to arrive the advertising which Mr. Zimmerman had wanted when he joined the company. Big shipments arrived almost daily.

First there were big crates of printed cloth posters. Followed then tacks and hammers.

The 10-orders-a-day requirement was reduced to five per day, on the condition that he put up a certain number of posters daily.

He was allowed a small amount in his expense account for help in the posting job.

Cops, Jails, Trusts Unions

Putting up the posters wasn't simply a matter of hammers and tacks and printed cloth. Mr. Zimmerman found that property owners had a decided aversion to these advertisements.

He always carried samples of Our Boys around with him, however, and whenever a man-of-property complained, or a cop came along, Mr. Zimmerman would mollify the indignant one with some free tobacco.

Occasionally however, the present manager of the refrigeration department of the General Electric Co. was clapped into jail. And had a dickens of a time getting out. But the posters continued to go up.

This campaign provided him with his first knowledge of trusts, and of the general antipathy with which they were regarded at that time.

Anti-trust agitation was at its height, and every merchant was proud to think of himself as a "trust buster."

As a result, American Tobacco Co. products were considered on the "black list," and were hard to sell.

These merchants practically sold Mr. Zimmerman on the evils of "combinations in restraint of trade," especially in view of the cold treatment he himself had received from his company.

In spite of his agreement with these dealers, however, he sold them American Tobacco products.

The union question cropped up, too. Decidedly non-union was the American Tobacco Co., and in some places this fact was well known.

In Youngstown, Mr. Zimmerman used to take samples of Our Boys out to factories just at closing time. Once-in-while his distribution of free packages would be interrupted by a workman who would recognize the tobacco as being non-union made.

Then would start a grand rush for "Zim" and his aids. One time one of his cohorts was struck with a lead pipe, and was laid up in a hospital for a month afterward. Exciting days, those.

'Kill' Our Boys!

Cops, trusts, and unions to the contrary notwithstanding, Mr. Zimmerman whipped the Wilkesbarre tobacco into submission.

In the process of putting the competition in its place, "Zim" had succeeded in making Our Boys tobacco quite popular, at the expense of Five Brothers.

This, of course, would never do—now that the eight-cent rival was out of the way. So the order came down the line to "kill" Our Boys, and get Five Brothers back into its old stride.

This Mr. Zimmerman did, but by the time he had accomplished the task, he had decided that he had had enough of the trusts for awhile.

Nela, Nat Boynton

To Cleveland he went, and for days and weeks he hounded the factories there, looking for a job.

Advertising had always interested him, and he sought a position in that particular department of the various concerns he visited. He joined the Cleveland Ad Club, took courses in advertising.

Finally he got around to the National Electric Lamp Association, which was



Tense moment from Walter Daily's skit, "The Trial of Old Man Quota." Left to right, Earl Norling, Walter Daily, Malcolm Bard, Harold Hulett, Herbert Selby, and Frank Slye.

an engineering service for all lamp manufacturers.

His first visit there drew an emphatic "no!" One had to be a graduate engineer to make the grade with that organization.

It wasn't long thereafter until the entire advertising department of that concern was cleaned out, and Nat Boynton, from the engineering department, took charge.

Mr. Zimmerman tried the new advertising manager, who suggested that he draw up a plan for the promotion of the five lamps the company was then marketing.

Following this suggestion, the persistent applicant drew up a set of merchandising plans which involved naming each lamp, concentration on the model which most nearly fit the requirements of the average house, and a program built around a "land of the Midnight Sun" idea.

The plan was adopted.

Again Mr. Zimmerman asked for a job. Again the college requirement was brought up.

"But," said Mr. Boynton, "I might be able to hire you for less money than we ordinarily give. How much have you been getting?"

Mr. Zimmerman replied that he had been saving \$100 a month.

"Oh," said Mr. Boynton. "All I could offer you would be \$50 per month."

"Zim" took the job.

Rough-house Club

Boynton sent his new protege over to the Nela Club, where lived a crowd of young men who worked for the National Electric Lamp Association.

Board and room could be obtained there for \$25 a month. The members lived well, too. There was always a deficit, however. Because the club took care of guests, the company took care of the deficit.

Living there was quite an education to "Zim." Members were all college men, and the club was very much like a college fraternity. Rough-housing was the order of the day at all times.

His first night there was memorable. It was a genuine initiation, with all the trimmings.

"Zim" learned a good deal about co-operation while he lived there.

The Last Neptune

Not until 1925, when he was made sales manager of the newly formed G. E. refrigeration department, did Mr. Zimmerman leave Nela.

He stayed there through its change and growth to Nela Park under General Electric management, and eventually became sales promotion manager of the company.

A number of merchandising stunts emanated from the former tobacco salesman during his tenure of office at Nela Park. One of the best-remembered is his series of novel window displays signed "Zim the Window-Trim."

In 1914 he was elected Neptune of the Jovian Order, an organization which sought to promote cooperation in the electrical industry. He was the last of the Neptunes, for in that year the organization disbanded.

Six years later he was made president of the Cleveland Electrical League, and gave this noted association its first big push. Putting on a big cooperative campaign, he left it with money in its treasury (considered a remarkable feat then).

Two big national cooperative campaigns have claimed him as prime mover.

One was a national home lighting contest, which had tremendous educational effect upon the country's home owners.

The other was the first N. E. L. A. electric refrigeration campaign, the Food Preservation campaign of 1929.

In January of this year Mr. Zimmerman was named manager of the G. E. refrigeration department, succeeding T. K. Quinn, who became a vice president of the General Electric Co.

About the Man

Mr. Zimmerman likes to play golf, swim, dance. He is considered a good golfer. Drives a Studebaker roadster, and a Studebaker sedan. Lives in a beautiful home with his wife, nee Norma Bard, and his son, Bard.

Cool, never excited, not a hell-raiser, he gets results from his organization by salesmanship. Doesn't try to force his ideas, rarely criticizes. But he can

sell his own men so well that he gets what he wants without difficulty.

Amazed are his henchmen by the smoothness and efficiency with which he works. He travels much and somewhat unexpectedly; yet his desk is always clean.

Among the business principles upon which he relies is the importance and necessity of delegating authority, of trusting proven lieutenants, of developing men by thrusting responsibility upon them.

Walter Daily Tries Old Man Quota

A great many things happened at Association Island which we didn't have room to talk about in the issue of the News which followed.

Among these was the novel skit, "The Trial of Old Man Quota," presented by Walter Daily, sales promotion manager of the G. E. refrigeration department.

Recently this skit has been repeated, both by the original cast at Cleveland and by local casts in various cities throughout the nation. It is apparently having an effect.

At a convention of radio distributors we attended a year ago, one man got a big laugh when he announced that the Jewish curse was now: "I hope you are in the radio business."

At the Island it was generally conceded that the worst imprecation you could hurl at any distributor was: "I hope they raise your quota."

Because of some of the good-natured howls which arose over high quotas, Mr. Daily decided to put

the "old man" on trial. The novel idea took shape in quick time.

Called to the witness stand are Mr. Summer Purchaser, Mr. Winter Prospect, Mr. Distributor, and Mr. Salesman.

All testify that the old man is a good-for-nothing bum in the winter, and that he could easily find work if he would only put his hand to it. Mr. Distributor opines that Old Man Quota is merely the victim of an inferiority complex.

All hope for the scratchy old man is drowned in the ocean of evidence brought forth by Mr. Daily, as final prosecuting attorney, to show that a big fall-and-winter advertising and sales promotion campaign has made it easy for the old man to get some business.

Grasping an abstract idea is not the easiest thing in the world. Often the point can be driven home if it is graphically illustrated, if it is dramatized.

Stunts like "The Trial of Old Man Quota" may do more to sell sales organizations on the idea that electric refrigerators can be sold in cold weather than hours of haranguing and scores of personal letters.

Prompted by the success of this skit and others like it, we nominate for a good sales manager's slogan: "Analyze, visualize, DRAMATIZE."

Specialty Salesmanship and the Barber's Son

"How about a good tar shampoo?" asked the barber.

Reflecting dolorously that the time might not be far distant when there would be nothing left to shampoo, I assented. The barber was surprised, and said so.

"People don't buy much besides hair-cuts these days," he declared, solemnly. "Now you take back when times were good, why it was easy money."

"All you had to do was touch your finger to the sole of your shoe, rub a bit on your customer's head, and then act real concerned about the discoloration you just discovered."

"It was a cinch. I used to pull in a hunderd or a hunderd 'n' fifty dollars every Sattidy night. Now I make about thirty-five, and darned glad to get it, too."

Time out for more supplies. And then the monologue was resumed with fresh gusto.

"Funny, too, why folks is so tight these days. There's money a-plenty, if you know how to get it. Now you take Jake, my 16-year-old boy. Jake made fifty-five dollars last week. Yes, sir, fifty-five dollars. And his first week on the job, too."

"You know how he made it? Peddlin' Singer sewin' machines! Yes, sir, he was laid off down to Flanagan's grocery store. Was makin' twenny dollars a week there."

"And then one night a Singer salesman called on us, and Jake listens real close, and when the salesman had finished his gab, Jake up 'n' asks him if he could get a job sellin' sewin' machines."

"The salesman says, 'Why, sure, come down with me in the morning and I'll see that you get fixed up.' Well, sir, he went down and got the job. Started in last Monday."

"By the end of the week he's sold six machines, at ten dollars per, and after givin' his partner five dollars for haulin' him around in his car, he has fifty-five dollars clear."

Time out for the spray rinse.

"Know how he does it? Well, sir, he asks the lady if he can't bring a machine in and leave it with her. When he gets it in, he don't aim to take it out."

"He's got a great line, that kid or mine, a great line, if I do say so myself. First he gets the machine in, then he feeds the lady a line about what it'll do. And then he goes away and lets her try it."

"When he comes back in a day or two, he asks for an order. If he don't get it right off, he talks his fool head off. And the machine usually stays there."

"He can pert near always figure out some reason why a certain family ought to have a sewin' machine—aims to make it fit each case as if it was made for them special."

"Yes, sir, a lot of husbands out Royal Oak way are gonna wear home-made shirts this winter, all on account of Jake. He says he's gonna sell ten a week from now on."

"Yep," concluded the philosophizing barber, as he unhooked the bib, "there's money a-kickin' if you know how to get it."



Prosecuting Attorney Daily clinches a point.